



2009 USER NEEDS ANALYSIS REPORT

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Table of Contents

SUMMARY	4
OVERVIEW	4
PROJECT GOALS	4
METHODOLOGY & PARTICIPANTS	4
<i>Citizens:</i>	4
<i>Subscribers/Businesses:</i>	5
<i>Municipalities:</i>	5
<i>State Agencies:</i>	6
<i>Government and Community Leaders:</i>	6
KEY SURVEY FINDINGS.....	7
GENERAL FINDINGS	7
KEY FINDINGS - CITIZENS.....	8
KEY FINDINGS - SUBSCRIBERS.....	9
KEY FINDINGS – MUNICIPALITIES	9
KEY FINDINGS – STATE AGENCIES	9
KEY FINDINGS – GOVERNMENT & COMMUNITY LEADERS.....	10
NATIONAL TRENDS & STATISTICS	11
LATEST USAGE AND DEMOGRAPHIC STATISTICS	11
ONLINE PAYMENTS.....	13
GENERATIONAL DIFFERENCES IN INTERNET USAGE	13
SOCIAL MEDIA & WEB 2.0.....	14
CIVIC ENGAGEMENT	14
MOBILE USERS	15
BARRIERS TO USAGE	15
SURVEY DATA IN DETAIL	16
CITIZEN SURVEY	16
1. <i>Zip Code</i>	16
2. <i>Gender</i>	16
3. <i>Age Group</i>	17
4. <i>Internet Access</i>	17
5. <i>Government Service Usage in General</i>	17
6. <i>Methods to Initiate Contact with Government</i>	18
7. <i>Preferred Methods for Receiving Government Communications</i>	19
8. <i>Online Payment Services Usage</i>	20
9. <i>Reasons for Not Using Online Payment Sites</i>	21
10. <i>Maine.gov Usage</i>	22
11. <i>Desired Features and Services</i>	23
12. <i>Comments</i>	26
SUBSCRIBER SURVEY	31
1. <i>Industry</i>	31
2. <i>Business Location</i>	31
3. <i>Frequency of Use</i>	32
4. <i>Quality of Customer Support</i>	32
5. <i>Recommend</i>	32

6. Cost Savings	33
7. Productivity	33
8. Service Satisfaction	34
9. Desired Services	34
10. Preferred Method for Communications	36
11. Comments.....	36
MUNICIPAL SURVEY	39
1. Municipality Size	39
2. Internet Access.....	39
3. Municipal Website	40
4. Online Services.....	40
5. Reasons for Not Offering Online Services.....	41
6. New Services.....	41
7. Communications.....	42
8. Municipal Administrative Portal.....	42
8. Service Satisfaction	43
9. Comments	43
STATE AGENCY SURVEY	45
1. Respondent Roles.....	45
2. State Agencies.....	46
3. Resources Used	47
4. Tools Used.....	47
5. Quality of Service.....	48
6. Online Services.....	49
7. Awareness of Services.....	49
8. Barriers to Partnership	50
9. InforME Partnership.....	50
10. InforME Partner Online Services Satisfaction.....	51
11. Desired Services.....	52
12. Comments.....	53
GOVERNMENT & COMMUNITY LEADERS SURVEY	55
1. The Role of the Internet in Maine State and Local Government.....	55
2. Maine's eGovernment Priorities.....	56
3. Features and Services for Maine.gov	58
4. The Future of eGovernment in Maine.....	59
5. Risks of eGovernment Expansion.....	60
6. Potential Barriers to eGovernment Service Usage.....	61
7. Change Factors.....	63
9. Benefits of eGovernment	64
10. Services.....	65

SUMMARY

As part of the requirements established in the InforME Network Manager contract, Maine Information Network (MIN) conducted a Maine.gov/eGovernment needs analysis in Fall 2009. This research included surveys of key stakeholders such as citizens (online users and non-users), State of Maine agencies, InforME subscribers/businesses, municipalities, and government and community leaders. The results of this study will increase understanding of Maine eGovernment user habits and trends, satisfaction with online services, and interest in new service ideas, and will be used by the InforME Board in strategic planning.

OVERVIEW

Project Goals

The needs analysis project was intended to gather data regarding eGovernment needs, trends, barriers, feedback and ideas of key stakeholder groups, as well as a vision for the future of online service delivery in Maine.

Methodology & Participants

MIN conducted broad outreach through several online surveys, as well as paper surveys in various locations. A total of **5,238** individuals completed surveys as part of this study.

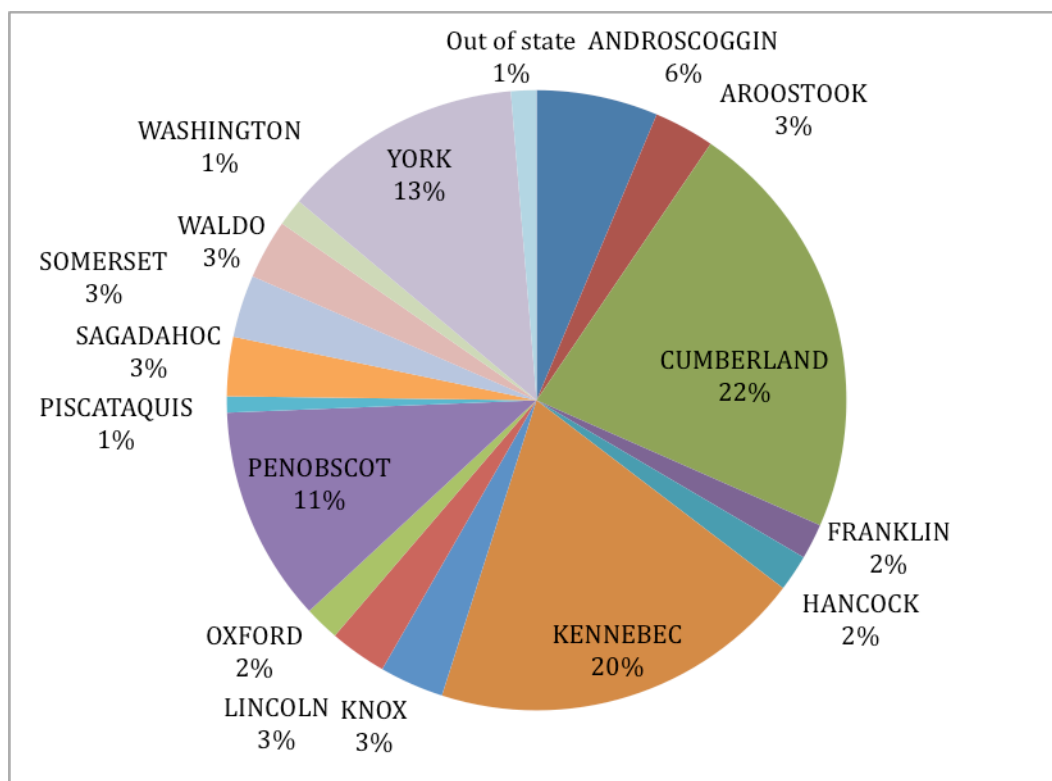
Citizens:

The 12-question online citizen survey was distributed through a link on Maine.gov, a link on the Rapid Renewal service confirmation page, a link on the MOSES (online hunting/fishing license service) confirmation page, through the Maine.gov Twitter stream, the Maine.gov Facebook page, and through “viral” networking emails. The survey was advertised with the opportunity to enter into a prize drawing for an Apple iPod Touch. Survey respondents were given the option to enter themselves into this prize drawing and one winner was selected.

In addition, in order to obtain representation from non-users, paper surveys (with the same questions as the online survey) were distributed at the Portland town office, the Bangor BMV branch office, and the Augusta BMV branch office, as well as the Windsor Fair.

A total of 4,052 citizens completed the survey:

- Respondents were 61.7% female.
- The predominant age group was 31-50 (45.7%), followed by 51-64 (34.2%), then 18-30 (13.5%) and 65 and over (5.9%).
- 94.3% of respondents have used Maine.gov for government services or information.
- 182 respondents (4.8%) indicated that they have never used Maine.gov.
- Respondents represented every county in Maine: 22.1% from Cumberland, 19.6% from Kennebec, 12.6% from York, 11.3% from Penobscot, 6.3% from Androscoggin, 3.4% from Knox, 3.3% from Somerset, 3.2% from Aroostook, 3.1% from Waldo, 3.1% from Sagadahoc, 3.0% from Lincoln, 1.9% from Hancock, 1.9% from Franklin, 1.8% from Oxford, 1.4% from Washington, 0.9% from Piscataquis.



Subscribers/Businesses:

The 11-question online subscriber survey was distributed via email invitations to 2,532 InforME subscribers, as well as through a link on the subscriber account manager page. InforME subscribers are typically businesses and frequent users of online InforME services. The subscriber survey was advertised with the opportunity to enter into a prize drawing for one of three Maine.gov water bottles. The survey was completed by 741 subscribers, for a response rate of 29%.

Subscribers could be categorized into 18 different industry groups, but the predominant industries represented were Legal (18.1%), Non-Profits (12.3%), Education/Childcare/Eldercare (8.2%), Banking/Finance (8.1%), and Healthcare (7.6%). Each of the other industry groups represented less than 5.5% of the respondents. 87.4% of respondents were employed by businesses located in Maine.

Municipalities:

The online municipal survey was distributed via email invitations to 589 municipal staff of participating municipalities in InforME services and town clerks of non-participating municipalities. All municipal staff who completed the online survey were offered the opportunity to enter into a prize drawing for a Maine.gov water bottle. 229 individuals completed the online survey, for a response rate of 34%.

In addition, paper surveys (with the same questions as the online survey) were distributed at the Maine Municipal Association conference in October 2009. Individuals who completed the paper survey were entered into a raffle drawing at the conference. 73 individuals completed a paper survey. The total number of municipal respondents was 302.

Municipal respondents represented towns of all sizes: The largest group (50%) represented towns with a population of 1,000-5,000 citizens. 97% of respondents indicated that their municipal office has high-speed Internet access. 51.3% of respondents indicated that their municipality offers online services to its citizens, allowing citizens to search, file, apply, or pay online.

State Agencies:

The 12-question online state agency survey was distributed via email invitations to 123 InforME project partners, as well as through links emailed to approximately 500 Web Coordinators and Webmasters, and advertised in the Office of Information Technology online newsletter. The survey was completed by 129 agency staff, for an estimated response rate of 20%.

Participants represented 27 different top-level agencies within state government, with 26% from DAFS, 10% from Secretary of State's Office, 8.5% from DHHS, and the rest spread out among other agencies. 35.7% described their role as a business manager or decision maker, 25.6% as a webmaster/coordinator, 9.3% as a technical resource/consult, and 14.8% as a website or web application project contact.

Government and Community Leaders:

An online survey of government, business and community leaders was distributed through email invitations to a select group of 25 individuals including state and local government leaders, university officials, business user group leaders, and community leaders. This survey consisted of 8 open-ended questions and a series of opinion ratings about eGovernment benefits and potential services. 14 individuals completed the survey for a response rate of 56%.

Respondents included five state Executive Branch agency directors, the Secretary of State, a state legislator, three municipal representatives, two University representatives, and two business managers:

- Dan Boutillier, IT Director, City of Portland
- Cindy Butts, CEO, Maine Association of Realtors
- Ralph Caruso, CIO, University of Maine
- Dean Corner, Director of Public Services, Maine State Library
- Mark Doyon, Town Manager, Town of Manchester
- Matt Dunlap, Secretary of State
- John Eldridge, Finance Director, Town of Brunswick
- Karen Geraghty, Administrative Director, Maine Public Utilities Commission
- Terry Hayes, State Representative
- Dora Anne Mills, Director, Maine Center for Disease Control
- Mark Ouellette, Director, Office of Business Development, Maine Department of Economic and Community Development
- Chris Pinkham, Director, Maine Association of Community Banks
- Bill Swan, Director of Licensing, Department of Inland Fisheries and Wildlife
- Rebecca Wyke, Vice Chancellor for Finance and Administration, University of Maine

KEY SURVEY FINDINGS

General Findings

Services

- All groups strongly support expansion of eGovernment services and request that more government functions be made available online. Respondents provided many suggestions for new services.
- There is high interest among citizens in expansion of online municipal services. Many would like to see greater push or incentive to encourage additional towns to participate.
- The most desired new public online services across user groups were: online vital records, property tax payments, one-stop background checks, EZPass purchase, transparency of spending, and legislative information/bill-tracking.
- There appears to be interest in a more centralized or seamless experience on Maine.gov, offering the ability to conduct transactions with multiple agencies from one location or in one transaction; to personalize content based on delivery preferences, zip code, or past service usage; to update information across agencies such as an address change; or to view all data about oneself held by state agencies.

Marketing

- Lack of awareness of online services is one of the primary perceived barriers to usage. Marketing by the portal and agencies is necessary to educate the public about online government services.
- Email reminders were highly desirable across user groups and should be included as a standard feature of online services for transactions where applicable.
- The subscriber industry group breakdown provides useful information for outreach and marketing of InforME business services.
- Subscriber satisfaction is very high. It may be possible to leverage this success through a referral program to encourage users to recommend InforME to others.
- Subscribers prefer to receive communications from InforME by email, and would like to be kept informed about new services available or enhancements to services.
- Municipalities prefer to receive communications from InforME by email, but also expressed support for InforME and MMA electronic newsletters. There was strong interest in the municipal administrative portal as a means for distributing information including marketing materials.
- Municipalities requested marketing posters for display in their offices, reminders sent to citizens when their registrations are due, and notification when new online services are available.

Web 2.0

- Interest in social networking and Web 2.0 features was quite low in all surveys. However, there is clearly a generational difference in this area. This finding is consistent with national studies that show usage is highest among young adults, though usage is growing rapidly in all age groups under 65. Maine, with an older population, may be slower to see the growing interest in new online technologies.
- Some users felt that these features are not compatible with government, are “fads”, or that they would be a waste of resources that would be better spend developing more transactional online services.
- 5% of citizen respondents overall were interested in receiving government communications by Facebook/MySpace, and 2% by Twitter. There was almost zero interest from any respondents over the age of 50. In a separate question specific to Maine.gov features, 11% of respondents requested official Facebook

pages be used (again driven by the younger respondents).

Mobile Access

- 7% of citizen respondents were interested in Maine.gov offering mobile phone text messages as a communication feature, and 11% would like Maine.gov to make online services easier to use on a mobile phone.
- The relatively low level of interest in mobile services is surprising, given the growth of mobile computing nationally. Many experts see mobile computing as the future of the Internet. This may be another area where Maine is a bit behind the national trend, due to spotty cell phone coverage and gaps in broadband and WiFi availability.

Barriers to Usage

- Of the small group of citizens who avoid online payments, the primary reasons are preference for face-to-face transactions and Internet security concerns. Generational differences were evident – respondents under 30 and over 65 were less likely to cite security concerns. Younger users were more likely to cite a lack of a credit card. Respondents' citing discomfort with computers increased with age.

Key Findings - Citizens

- 94.3% of respondents have used Maine.gov for government services or information.
- The largest age group represented in the survey was 31-50, which has been found in national studies to be the group most likely to visit government websites and to make online payments. In this study, those between 31-65 were most likely to have made a payment on a government website in the past year.
- Citizens rely upon electronic methods to initiate contact, seek information, and receive communications from government. 78% indicated that they initiate contact with government through government websites, more than any other method. Fewer than half of respondents said they would go to a government office, though telephone is still a popular option.
- Email and regular mail are the preferred methods for receiving government communications for all age groups, but participants under 30 show some interest in technologies such as Twitter, Facebook, and text messaging.
- 52% of respondents have made a purchase or payment through a government website in the past year; however, many more have made online purchases or used online banking. It may be that citizens have fewer occasions to make government payments (particularly citizens under 30 or over 65), and/or that they are not aware of online options for those payments.
- The most requested features and services were: email reminders for renewing licenses, registrations, or to take other actions with the State; transparency of government spending; an online vital records ordering service; an online EZ Pass payment service; and online property tax payment service.
- The lowest rated features/services were: RSS feeds, Twitter, official government Facebook/MySpace pages, and mobile access to government services.
- Live video/audio of meetings, public meeting notices, bill tracking, and rulemaking services were of most interest to those over 30, indicating more civic engagement in the over-30 brackets; however, the 18-30 age group is the most interested in transparency of government spending.
- Compared to Maine.gov users, respondents who have not used Maine.gov indicated more interest in email reminders and mobile access, and less interest in live video/audio and bill tracking. Non-Maine.gov users showed a similar level of interest in other features and services, which suggests that they could become portal users in the future.

Key Findings - Subscribers

- Subscribers could be categorized into 18 different industry groups, but the predominant industries represented were Legal (18.1%), Non-Profits (12.3%), Education/Childcare/Eldercare (8.2%), Banking/Finance (8.1%), and Healthcare (7.6%).
- 76% responded that they utilize InforME services on a monthly basis; 16% reported that they utilize InforME subscriber services on a daily basis.
- Of those who had an opinion, 87% felt that InforME services improved their productivity and 80% felt that InforME services saved their company money.
- 90.4% of respondents would recommend InforME services to a colleague.
- Subscribers are highly satisfied with InforME customer service – 92% rated it generally or consistently good.
- The preferred method of receiving communications is email (96%).
- Satisfaction with existing subscriber services was high, and participants indicated a strong interest in a new one-stop background check service to include driver record, criminal history, and sex offender search. In addition, 24.0% requested a manner by which they can be notified when a sex offender moves into or out of a selected area, and 20.0% requested an online real estate transfer tax declaration filing service. Subscribers also provided many suggestions for new business services.

Key Findings – Municipalities

- 97% of respondents indicated that their municipal office has high-speed Internet access.
- 85.1% of respondents indicated that they have an official municipal web site.
- 51.3% of respondents indicated that their municipality offers online services to its citizens, allowing citizens to search, file, apply, or pay online. Smaller municipalities were less likely to offer online services. Concern about cost or loss of revenue was the primary reason cited for not offering online services.
- The suggestion of a municipal partner portal was well received, with strong interest in using this portal as a resource for announcements, FAQs, training materials, and marketing materials.
- Municipal respondents indicated strong interest in expansion of InforME service offerings, particularly an online vital records ordering service, property tax payments, and a real estate transfer tax declaration filing/workflow service.
- While many municipal respondents were highly satisfied with InforME online services, the average satisfaction rating is between neutral and satisfied, suggesting some room for improvement. Rapid Renewal has the highest satisfaction rating. Particular attention is needed to improve satisfaction with the PayPort service.

Key Findings – State Agencies

- Most state agency participants were aware of InforME and core service offerings, and most use InforME services. However, agency partners may not be aware of the full range of services available. For example, while 86% of participants were aware of website design services, one third were not aware that InforME offers web development under a time and materials model and transaction-fee model.
- 86.0% indicated that they currently work with InforME; 78.3% indicated that they utilize free InforME tools such as Webmaster Hosting (58.1%), Agency Website Templates (51.6%) and What's New (44.4%).
- 58% of respondents agreed or strongly agreed that InforME help desk is responsive. 70% of respondents agreed or strongly agreed that performance of Maine.gov meets their expectations.
- In deciding to offer online services, the most important factors for agencies were: serving customers/users more effectively, meeting customer demand, and creating efficiencies.

- Concerns about potential cost and availability of resources were the two primary barriers that prevent agencies from working with InforME.
- State agency users expressed interest in new InforME service offerings and enterprise tools:
 - 58.3% requested Webmaster training classes/meetings
 - 58.3% requested an Online Survey Tool
 - 55.2% requested an online legislative bill tracking tool
 - 52.1% requested a Website content management system
- Data indicate that the InforME partnership is a positive experience for agencies. Agencies are very confident in InforME's security practices and technical expertise, and feel that InforME takes the time to understand their needs and project requirements. Most other factors were also rated well. The lowest ratings for partnership factors (slightly better than "neutral") were for timeliness of response to requests, marketing effectiveness, and innovative contributions during project development.

Key Findings – Government & Community Leaders

"The continued advancement of e-government services requires a vision that takes us beyond the current year cost and envisions a new way of doing business that our children will embrace."

- All of the respondents agreed that the Internet is "very," "extremely," or "critically" important to effective government. The most common reasons cited were cost-effectiveness, efficiency, ease of access and convenience for the public. In addition, respondents mentioned the expectations of the public and comparisons to the private sector.
- Top priorities of this group were focused around ease-of-use, funding, access and eDemocracy, expansion of online services, municipal participation and credit card payments, education and marketing.
- Desired new features and services for Maine.gov included consistency of design and branding, more municipal participation, integration with libraries and the legislative branch, email updates and reminder, and a central help line for online services.
- According to these visionaries, the future for eGovernment holds continued expansion, automation, social networking, more consistent availability of local government online services, and increased security. Funding will be a challenge and convenience fees will be necessary. Government will become more reliant on online service delivery with tightening budgets and growing use of technology. It was suggested that state agencies should be brought together to brainstorm how best to streamline their functions through eGovernment.
- In general, respondents feel that privacy and security will continue to be issues, but these risks are outweighed by the benefits of eGovernment and can be managed. There is mixed opinion regarding the "digital divide." Some do not see this as a particular concern while others feel this is an important issue in Maine.
- The two most common barriers to public usage of online services cited by this group were lack of Internet access and lack of awareness of online services. Lessening of the access barrier may be dependent on economic conditions, as well as the state's broadband expansion efforts. Portal and agency marketing can assist with increasing awareness.
- The benefits that were rated most important by the group were focused on the public benefit: convenience to the public, making government transactions more user-friendly, reaching a broader audience, and serving citizens more effectively.
- The services rated most important by this group were: electronic payments, email reminders/notifications, one-stop business licensing, online opportunities for public comment/participation, and an optional Maine.gov identity/profile for businesses or citizens to interact online with multiple state agencies for payments, licensing, etc., and save a history of these interactions. The services rated least important were Facebook, blogs, RSS feeds, and Twitter.

NATIONAL TRENDS & STATISTICS

To provide context for the data collected in this study, related national trends and statistics are included below.

Latest Usage and Demographic Statistics

Usage Statistics from the *Pew Internet and American Life Project* (www.pewinternet.org):

- 77% of Americans use the Internet. (September 2009)

What they do online:

- 89% send or read email. (September 2009)
- 88% use a search engine to find information. (April 2009)
- 75% buy a product online. (April 2009)
- 72% get news (April 2009)
- 59% visit a state, federal, or local government website. (November 2008)
- 57% do banking online. (April 2009)
- 47% use online social networking sites like Facebook or MySpace (September 2009)
- 38% send instant messages. (November 2008)
- 26% post comments to an online newsgroup, website, blog, or photo site. (September 2009)
- 19% download a podcast (May 2008)
- 19% use Twitter or other status-updating service. (September 2009)
- 4% visit virtual worlds such as Second Life (September 2009)

Demographics of Internet Users

Below is the percentage of each group who use the internet, according to our September 2009 survey. As an example, 76% of adult women use the internet.

	Use the internet
Total Adults	77%
Men	78
Women	76
Race/ethnicity	
White, Non-Hispanic	80%
Black, Non-Hispanic	72
Hispanic (English-speaking)	61
Age	
18-29	93%
30-49	83
50-64	77
65+	43
Household income	
Less than \$30,000/yr	62%
\$30,000-\$49,999	84
\$50,000-\$74,999	93
\$75,000 +	95
Educational attainment	
Less than High School	37%
High School	72
Some College	87
College +	94
Community type	
Urban	73%
Suburban	75
Rural	71

Source: Pew Internet & American Life Project, August 18-September 14, 2009 Tracking Survey. N=2,253 adults, 18 and older, including 560 cell phone interviews. Margin of error is $\pm 2\%$.

Please note that prior to our January 2005 survey, the question used to identify internet users read, Do you ever go online to access the Internet or World Wide Web or to send and receive email? The current two-part question wording reads, Do you use the internet, at least occasionally? and Do you send or receive email, at least occasionally?

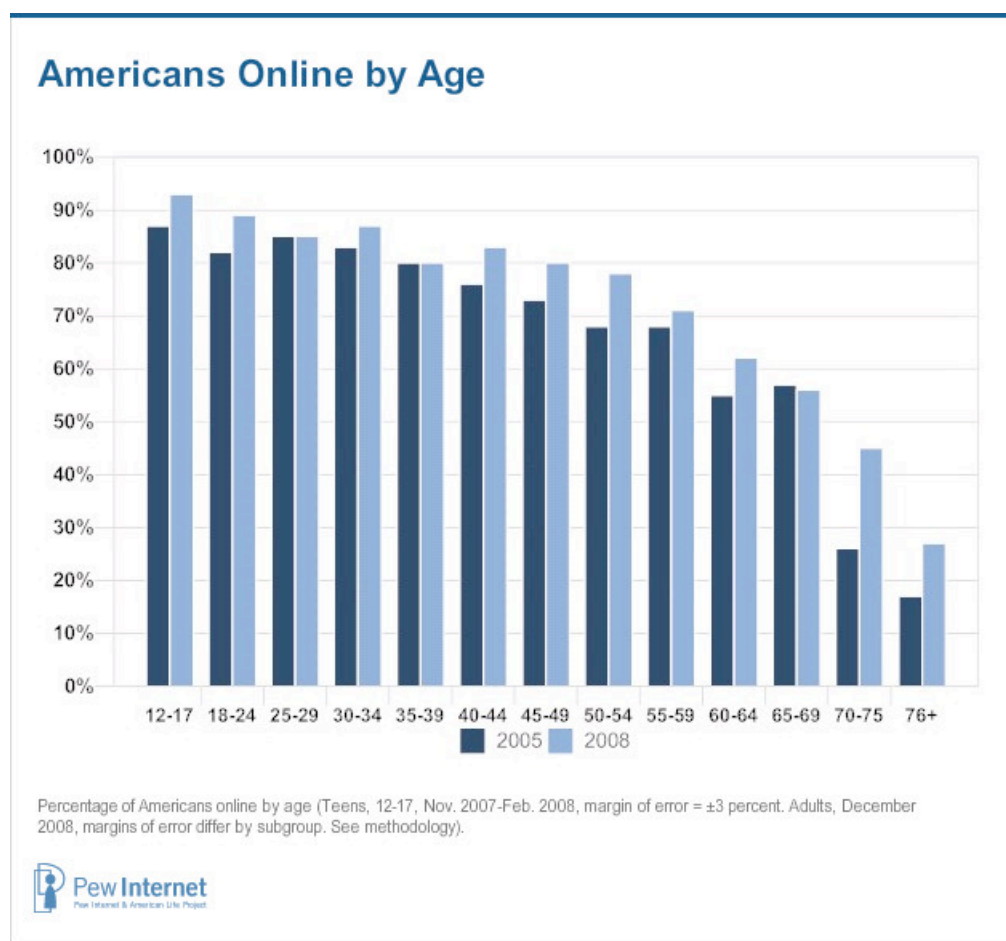
Last updated October 30, 2009.

Online Payments

From Pew Internet & American Life Project, *Online Shopping Report*, September 2007

- In a September 2007 survey, 66% of online users said they had bought something online.
- The number of Americans who have bought something online has doubled since mid-2000. More Americans are online and, within the population of Internet users, a higher percentage of users have chosen to buy products online.
- Men were more likely to say they had paid for content than women by a 20% to 13% margin among Internet users. Young adults (under 30) who use the Internet were also more likely to say they paid for digital content (22%).
- The September 2007 survey shows the number of online users who have done banking online has risen to 53%, or 39% of all adult Americans.
- 78% of online Americans agree that shopping online is convenient. 68% of online Americans say they think online shopping saves them time.
- Three-quarters (75%) of Internet users agree with the statement that they do not like sending personal or credit card information over the Internet.

Generational Differences in Internet Usage



Teens and Generation Y (Internet users age 18-32) are the most likely groups to use the Internet for entertainment and for communicating with friends and family. This includes online video, music, games, blogs, social networking sites, and instant messaging. By contrast, older users are more likely to use the Internet for information searches, email, and buying products. Internet users age 33-72 are more likely to visit government websites. 80% of Generation X (ages 33-44) buy products online and 67% do online banking, more than any other age group. (Pew Internet & American Life Project, *Generations Online in 2009*)

From the Pew Internet & American Life Project, *The Internet and Civic Engagement*:

- 18-to-24 year olds are the least likely of all age groups to take part in such online political acts as emailing a public official or making an online political donation (18%).
- In contrast, civic involvement on social network sites and blogs exhibits a much different pattern. Young adults are much more likely than other age groups to make political use of social networking sites or to post content related to political or social issues (33-34%).
- Those under age 35 make up 72% of those who make political use of social networking sites, and 55% of those who post comments or visual material about politics on the Web.

Social Media & Web 2.0

From the Pew Internet & American Life Project, *Twitter and Status Updating, Fall 2009*:

- 19% of Internet users now say they use Twitter or another status-updating service. This represents a significant increase from 11% in April 2009. This growth is driven primarily by social networking website users, mobile Internet users, and users under age 44.
- 54% of Internet users have a wireless connection to the Internet via a laptop, cell phone, game console, or other mobile device. Of those, 25% use Twitter or another service.
- Internet users age 18-44 report rapid uptake of Twitter over the last nine months, with slower adoption by older age groups. 37% of Internet users age 18-24 use Twitter or another service, up from 19% in December 2008.
- The median age of a Twitter user is 31, which has remained stable over the past year.
- The median age for Facebook is now 33, up from 26 in May 2008.

From the Pew Internet & American Life Project, *Bloggers*:

- The blog population has grown to about 12 million American adults, or about 8% of adult Internet users. The number of blog readers has grown to 57 million American adults, or 39% of the online population.
- 11% of bloggers focus on politics and government.

Civic Engagement

From Pew Internet & American Life Project, *The Internet and Civic Engagement*:

- 33% of Internet users had a profile on a social networking site and 31% of these social network members had engaged in activities with a civic or political focus—for example, joining a political group, or signing up as a “friend” of a candidate—on a social networking site. That works out to 10% of all Internet users who have used a social networking site for some sort of political or civic engagement.
- 15% of Internet users have gone online to add to the political discussion by posting comments on a website or blog about a political or social issue, posting pictures or video content online related to a political or social

issue, or using their blog to explore political or social issues.

- 36% of Americans are involved in a civic or political group, and more than half of these (56%) use digital tools to communicate with other group members.
- 17% of cell phone owners who are involved in a political or community group have communicated with the group via text messaging on a cell phone or PDA.
- Those who use blogs or social networking sites politically are much more likely to be invested in other forms of civic and political activism. Members of this group are much more likely to take part in other civic activities such as joining a political or civic group, contacting a government official or expressing themselves in the media.

Mobile Users

From Pew Internet & American Life Project, *The Mobile Difference*, March 2009

“Mobile connectivity is now a powerful differentiator among technology users. Those who plug into the information and communications world while on-the-go are notably more active in many facets of digital life than those who use wires to jack into the internet and the 14% of Americans who are off the grid entirely.”

Barriers to Usage

From Pew Internet & American Life Project, *The Ever-Shifting Internet Population: A New Look at Internet Access and the Digital Divide*:

- 30% of non-users say that cost is a major reason they are not online.
- 52% of non-Internet users said that lack of need or desire was a major reason why they were not online. Older Americans, women, rural and suburban non-users and whites were among the most likely to cite their lack of interest or need to be online.
- Overall, 31% of Americans say they do not use computers.
- 30 percent of Americans who are 65 or older use broadband, compared with 77 percent of the 18-to-29 age group.

From Pew Internet & American Life Project, *Home Broadband Adoption*, April 2008:

- 55% of adults have broadband at home
- 25% of low-income Americans – those whose household incomes are \$20,000 annually or less – reported having broadband at home in April 2008.
- Broadband growth was strong among older and lower-middle income Americans, as well as rural Americans.
- Dial-up users are about half as likely as broadband users to say that information technology helps their personal productivity.
- 27% of adult Americans are not Internet users, and they tend to be older (the median age is 61) and have lower-incomes than online users. Just 10% of non-Internet users say they would be interested in becoming Internet users.

SURVEY DATA IN DETAIL

CITIZEN SURVEY

1. Zip Code

Zip codes were consolidated into counties for analysis. Respondents represented every county in Maine, with greater participation from southern and central Maine.

County	Response Count	Percentage of Survey Participants	County Population as % of Maine Population
Cumberland	895	22.1%	21%
Kennebec	794	19.6%	9%
York	510	12.6%	15%
Penobscot	458	11.3%	11%
Androscoggin	251	6.2%	8%
Knox	138	3.4%	3%
Somerset	134	3.3%	4%
Aroostook	130	3.2%	5%
Waldo	126	3.1%	3%
Sagadahoc	126	3.1%	3%
Lincoln	122	3.0%	3%
Hancock	77	1.9%	4%
Franklin	77	1.9%	2%
Oxford	73	1.8%	4%
Washington	57	1.4%	2%
Piscataquis	36	0.9%	1%

2. Gender

Gender		
Answer Options	Response Percent	Response Count
Female	61.7%	2500
Male	37.6%	1522
Prefer Not to Answer	0.7%	30
answered question		4052
skipped question		0

3. Age Group

Age Group		
Answer Options	Response Percent	Response Count
18-30	13.5%	546
31-50	45.7%	1851
51-64	34.2%	1384
65 & Over	5.9%	241
Prefer Not to Answer	0.7%	30
answered question		4052
skipped question		0

4. Internet Access

Most respondents have Internet access both at home and at work. Only 1.3% of participants do not have Internet access at home or work.

Where do you have access to the Internet? (select one)		
Answer Options	Response Percent	Response Count
Both at home and work	63.1%	2558
At home	30.1%	1218
At work	5.5%	222
No Internet access at home or work	1.3%	54
answered question		4052
skipped question		0

5. Government Service Usage in General

In the last year, how often would you say you have used any type of service offered by the State of Maine, such as renewing a vehicle registration, filing taxes, or obtaining information.

Answer Options	Response Percent	Response Count
More than 10 times	25.5%	992
7 to 9 times	9.0%	348
4 to 6 times	26.9%	1044
1 to 3 times	34.9%	1356
Have not used any services	2.8%	109
Don't know/can't remember	1.0%	37
answered question		3886
skipped question		166

6. Methods to Initiate Contact with Government

The overall most used method for seeking government information is through a government website, followed closely by telephone. Nearly half of respondents conduct some government transactions in person at a government office.

How have you, or would you, communicate with or seek information from Maine state government or a state agency? (check all that apply)		
Answer Options	Response Percent	Response Count
Through a government website	77.7%	3018
By telephone	71.1%	2763
By email	61.4%	2385
In person at a government office	47.9%	1863
By mail	23.9%	927
By other means (please specify)	1.3%	50
answered question		3886
skipped question		166

We received 50 comments under “Other”. Comments included: the state library, social networking sites, Google, fax, texting, contacting legislators, and forums/events/meetings with state officials.

There was very little variation by age group for this question. However, in looking at Maine.gov users compared to non-users, we do see significant differences, as one would expect. Non-users are more likely to interact with government by phone, mail, or in person, and less likely to use email or government websites.

Answer Options	Maine.gov Users	Non-Users
Through a government website	28%	17%
By telephone	25%	29%
By email	22%	16%
In person at a government office	17%	24%
By mail	8%	13%

7. Preferred Methods for Receiving Government Communications

Respondents prefer overall to receive communications by email and regular mail, followed by official websites.

How would you prefer your city, county, and state governments to communicate with you? (check all that apply)		
Answer Options	Response Percent	Response Count
By email	69.7%	2708
By mail	64.5%	2507
Official website	42.8%	1665
By phone	24.8%	964
Cell phone text messages	7.0%	272
Facebook/MySpace	5.0%	193
Twitter	2.1%	82
Other (please specify)	1.3%	52
answered question		3886
skipped question		166

We received 52 comments under “Other”. Comments included: Newspapers, television, in person, town office, local notices/posters, public forums/meetings, API/RSS data, and radio.

Preferred Methods for Non-Maine.gov Users

In looking specifically at non-Maine.gov-users, 42% preferred regular mail, followed by 26% email, 18% telephone, and 9% official website.

Answer Options	Maine.gov Users	Non-Users
By mail	29%	42%
By email	32%	26%
By phone	11%	18%
Official website	20%	9%
Twitter	1%	1%
Facebook/MySpace	2%	1%
Cell phone text messages	3%	3%

Preferred Method by Age Group

The preferred methods for all age groups were fairly equal between email and regular mail. These two methods were even more strongly preferred with older respondents. Younger respondents indicated more interest in Twitter, Facebook, and text messaging, but these were the preferred method for a relatively small number. Respondents over 65 indicated much less preference for receiving communications through an agency’s official website than other age groups.

Answer Options	Age Group			
	18-30	31-50	51-64	65 & Over
By mail	27%	28%	32%	36%
By email	27%	32%	33%	35%
Official website	20%	20%	20%	12%
By phone	12%	11%	11%	14%
Cell phone text messages	6%	4%	1%	1%
Facebook/MySpace	5%	3%	1%	0%
Twitter	2%	1%	0%	0%

8. Online Payment Services Usage

This question was intended to clarify whether citizens' use of government websites for payments is different from their use of other online sites for payments and sensitive information. This appears to be the case. Though the majority of respondents use websites involving payments or sensitive information, online government payments are the least often used. Even so, more than half of respondents have made a purchase or payment on a government web site.

In the last year, have you done any of the following? (check all that apply)		
Answer Options	Response Percent	Response Count
Used an online banking tool and/or viewed credit card statements online	83.6%	3248
Purchased items from a commercial website (e.g., Amazon, Walmart.com)	77.2%	2999
Filed taxes or made a tax payment online	63.3%	2461
Made a purchase or payment through a state, municipal, or federal government website	51.7%	2008
None of the above	5.1%	199
answered question		3886
skipped question		166

Usage by Age

There was only minor variation by age for this question. Slightly more of the younger respondents file taxes online, and the middle age groups (31-64) are the most likely to make payments through a government site. Those in this age range are likely to have more government payment transactions in general, due to property ownership, business licensing, etc.

Answer Options	Age Group			
	18-30	31-50	51-64	65 & Over
Used an online banking tool and/or viewed credit card statements online	29%	30%	30%	30%
Purchased items from a commercial website (e.g., Amazon, Walmart.com)	29%	27%	28%	30%
Filed taxes or made a tax payment online	25%	23%	22%	20%
Made a purchase or payment through a state, municipal, or federal government website	15%	19%	19%	15%
None of the above	2%	1%	2%	5%

Usage by Non-Maine.gov-Users

We compared respondents' usage of sensitive/payment sites based on whether they were Maine.gov users or non-users. Non-Maine.gov users use online banking and commercial websites almost as much as Maine.gov users, however they were much less likely to file/pay taxes online or make a payment on a government website. Many more non-Maine.gov users do not conduct any of these activities online.

Answer Options	Maine.gov Users	Non-Users
Used an online banking tool and/or viewed credit card statements online	30%	28%
Purchased items from a commercial website (e.g., Amazon, Walmart.com)	28%	27%
Filed taxes or made a tax payment online	23%	19%
Made a purchase or payment through a state, municipal, or federal government website	19%	10%
None of the above	1%	16%

9. Reasons for Not Using Online Payment Sites

Respondents who indicated that they do not conduct any of the online transactions listed in question 7 were asked to explain the reasons why. There were 199 respondents who were directed to this question. Those users who do not conduct sensitive transactions online primarily cite concerns about security and a preference for in-person or cash/check transactions. Several respondents wrote in an additional reason – no computer or Internet access.

Answer Options	Response Percent	Response Count
Prefer face-to-face and/or cash/check transactions	49.2%	93
Internet security concerns	41.3%	78
Don't have a credit card	20.1%	38
Not comfortable with my computer	13.8%	26
Don't trust government with sensitive information	12.2%	23
Other (please specify)	7.4%	14
answered question		189

Reasons for Non-Use of Payment Sites By Age

Generational differences appear to play a factor in the reasons some citizens avoid online payments. Younger respondents primarily cited a preference for in-person or cash transactions, and not having a credit card (likely related). By contrast, those ages 31-64 tended to cite security concerns, as well as a preference for in-person transactions. Respondents over 65 primarily cited a preference for in-person transactions, with a lesser degree of concern about security. Respondents' discomfort using computers increased significantly with age bracket.

Answer Options	Age Group			
	18-30	31-50	51-64	65 & Over
Internet security concerns	13%	31%	33%	24%
Don't have a credit card	32%	19%	8%	2%
Not comfortable with my computer	3%	10%	10%	15%
Don't trust government with sensitive information	6%	6%	10%	15%
Other (please specify)	3%	10%	10%	15%

Reasons for Non-Use of Payment Sites by Non-Maine.gov Users

Non-Maine.gov users appear to be less concerned about security, and more likely simply to not have a credit card or prefer in-person transactions. They are also more likely to be inexperienced computer users or not have a computer.

Answer Options	Maine.gov Users	Non-Users
Prefer face-to-face and/or cash/check transactions	34%	33%
Internet security concerns	34%	17%
Not comfortable with my computer	7%	14%
Don't have a credit card	14%	13%
Don't trust government with sensitive information	9%	9%
Other (please specify)	7%	14%

10. Maine.gov Usage

The vast majority of respondents have used Maine.gov.

Have you ever visited www.Maine.gov to use government services or get information from the state of Maine?		
Answer Options	Response Percent	Response Count
Yes	94.3%	3612
No	4.8%	182
Don't know/Can't remember	1.0%	37
answered question		3831
skipped question		221

11. Desired Features and Services

Services below are ranked by the order of popularity. When presented to respondents in the online survey, the order of services was randomized.

Which of the following features or services would you like to see the state of Maine offer through its official government website, www.Maine.gov ? (check all that apply)		
Answer Options	Response Percent	Response Count
Send me email reminders when it is time to renew a license or take other action with the state	71.9%	2661
Provide an online vital records request service (birth, death, marriage records)	67.6%	2502
Provide a site to purchase an EZPass or add money to an existing EZPass	47.7%	1764
Provide a property tax payment online service	44.5%	1646
Provide transparency of government spending	43.9%	1623
Provide online public meeting notices	37.1%	1373
Provide automated legislative bill tracking with email notifications	30.9%	1142
Provide state agency rule-making search and tracking with notification and online public comment	30.2%	1116
Provide live streaming video and audio of government meetings	27.6%	1020
Provide personalized content based on my zip code or past online services I have used	26.2%	968
Provide wikis which will give me a one-stop for state agency services and information	21.5%	797
Provide blogs written by state government officials and representatives	16.9%	626
Make government services easier to access on my mobile phone	11.1%	410
Provide official Maine state government Facebook/MySpace pages	11.0%	406
Provide RSS feeds	6.9%	256
Send Twitter messages or mobile phone text messages to communicate with me	4.7%	175
Other (please specify)	5.2%	191
answered question		3700
skipped question		352

Features and Services by Age

Younger respondents showed more interest in new technologies such as Twitter, RSS, wikis, blogs, Facebook, and mobile access, suggesting these may be trends for the future, even though interest in them currently is relatively low. Live video/audio of meetings, public meeting notices, bill tracking, and rulemaking services were of most interest to those over 30, indicating more civic engagement in the over-30 brackets; however, the 18-30 age group is the most interested in transparency of government spending.

Answer Options	Age Group			
	18-30	31-50	51-64	65 & Over
Send me email reminders when it is time to renew a license or take other action with the state	14%	14%	15%	17%
Provide a property tax payment online service	12%	13%	14%	15%
Provide a site to purchase an EZPass or add money to an existing EZPass	11%	9%	9%	9%
Provide transparency of government spending	11%	9%	9%	9%
Provide an online vital records request service (birth, death, marriage records)	8%	8%	9%	10%
Provide state agency rule-making search and tracking with notification and online public comment	7%	9%	9%	10%
Provide online public meeting notices	6%	7%	8%	7%
Provide automated legislative bill tracking with email notifications	5%	6%	7%	7%
Provide live streaming video and audio of government meetings	5%	6%	6%	4%
Provide personalized content based on my zip code or past online services I have used	4%	6%	7%	6%
Provide wikis which will give me a one-stop for state agency services and information	5%	4%	4%	3%
Provide blogs written by state government officials and representatives	4%	3%	3%	3%
Provide official Maine state government Facebook/MySpace pages	4%	3%	1%	1%
Make government services easier to access on my mobile phone	4%	2%	1%	1%
Send Twitter messages or mobile phone text messages to communicate with me	2%	1%	0%	0%
Provide RSS feeds	2%	1%	1%	1%

Features and Services by Non-Maine.gov Users

Compared to Maine.gov users, respondents who have not used Maine.gov indicated more interest in email reminders and mobile access, and less interest in live video/audio and bill tracking. Non-Maine.gov users showed a similar level of interest in other features and services, which suggests that they could become portal users in the future.

Answer Options	Maine.gov Users	Non-Users
Send me email reminders when it is time to renew a license or take other action with the state	14%	19%
Provide an online vital records request service (birth, death, marriage records)	13%	14%
Provide transparency of government spending	9%	9%
Provide a site to purchase an EZPass or add money to an existing EZPass	9%	9%
Provide a property tax payment online service	9%	8%
Provide online public meeting notices	7%	7%
Provide live streaming video and audio of government meetings	6%	4%
Provide state agency rule-making search and tracking with notification and online public comment	6%	3%
Provide automated legislative bill tracking with email notifications	6%	3%
Provide personalized content based on my zip code or past online services I have used	5%	5%
Provide wikis which will give me a one-stop for state agency services and information	4%	5%
Provide blogs written by state government officials and representatives	3%	3%
Make government services easier to access on my mobile phone	2%	4%
Provide official Maine state government Facebook/MySpace pages	2%	3%
Send Twitter messages or mobile phone text messages to communicate with me	1%	1%
Provide RSS feeds	1%	1%

12. Comments

1,203 respondents provided comments in response to the question: “How can the State of Maine better serve you and the people of the state through improvements to its website and electronic services?” Highlights from the comments are summarized and categorized below. Many comments were duplicative of those below, or very general, such as “the site is great” or “keep up the good work”.

Getting Help/Finding Answers

- Instant messaging or live chat to have questions answered by a live person – “I would like to be able to ‘Chat’ with someone when I have a question on unemployment, disability, Human Services, etc. It would be a lot easier to get the answers I need instead of calling as it is a toll call and where I already have internet service, it would be cost effective to be able to communicate by a website chat.”
- I would love for there to be a service or a number to a person that I can call to get more information. I have questions about a number of services offered through the state, but I have looked in various places. When there is a link for an email that I use, I never get a response. I want technological tools on the website that make it easier for me to understand a more thorough amount of information.
- It would be nice to have a searchable website where I could ask a question, e.g. Who can I contact to get information for services available to Maine children with special needs? Then, provide current contact information for state offices with telephone numbers, email addresses and person’s names to contact.
- I personally like index features in books and would love to see an alphabetical listing of what exactly is available with hyperlinks to each
- Provide easier ways for people that are not familiar with using website to get help. Maybe have people online that can assist people when they are having problems.
- Make contact information for people/agencies easier to find; including phone numbers, fax numbers, email addresses, physical and mailing addresses.

Social Services

- Sign up for food stamps
- A portal to see if I am eligible for benefits & start off eligibility process
- I'd like to be notified of MaineCare review time via email. I'd like an account page where I can list my provider's contact information and make an electronic release for THEM to provide you the information you need...I'd like myself or my medical provider to be able to upload the required documents and have someone at the state check off that they have been received and they qualify as exactly what is needed for the review.
- I would like to see a better way of keeping track of child support enforcement information via the website. I would like to be able to access my own information without calling an 800# regarding payments, disbursements and tracking case reviews requested. I would like to be able to fill documents out online and print them off rather than printing them off and filling them in.
- Contacts by email or such with DHHS agencies would be a big help since 9 out of 10 times you have to leave a message which 9 out of 10 times is not returned. As a result of not being acknowledged you have to go in person to the agency and wait for at a minimum 1-2 hours to be seen.
- DHS could have a more user friendly presence
- I have been using the Maineflu.gov site a lot recently. It is terrific.

Legislative & Rulemaking Services

- Easy to read format on what the legislators are discussing before they vote
- Provide easy access to Roll Calls on the final votes on legislation. Send weekly emails on Roll Call votes.
- Provide more up-to-date information on rulemaking and anticipated rulemaking procedures. Having to track the notices down via newspapers (both hard copy and online resources) is both cumbersome and inaccurate.
- Permit public access to legislative sessions through live chat type Internet feed.
- Would like direct online links to agency rules connected to specific statutes

- Make it easier to track and follow a bill through committee and the voting process in the full House and Senate, give at least two days advance schedule for committee meetings and votes because of travel distance to get to the state house to make it easier to participate.
- It is difficult to search through the Maine law online so it would be nice to have a synopsis of frequently looked up laws perhaps.
- Make statutes easier to search
- When I was tracking a legislative action this spring, I was impressed with how frequently the bills page was updated. An RSS/push/email notice functionality would have been welcome; if there was one, I missed it.

Sportsman/Outdoor Recreation Services

- Allow Registered Guides to renew their licenses online
- Purchase of Trapping License renewals online
- Online handbook- downloadable- firearm safety/hunting course
- More outdoors info (maps, trail maps and descriptions, photos of parks and public lands)
- Improvement for the State of Maine Campground Online Reservation System
- Online Baxter camping reservations.

Taxes

- A single login account for payroll taxes, corporate taxes, and sales taxes
- The Rent Rebate online form needs to be revised. From experience in helping library patrons use the site, I can attest that finding the form online is not as easy as it could be.
- It would be nice if the internet income tax filing would "remember" standard info, name address etc, so it would not have to be re-entered, similar to how the internet sales tax filing is.
- I-File service is great! I use it every year.
- Publish the facts regarding taxes and spending as well as any tax rebates available and reductions in taxes.
- A "state of the taxes" forum could be posted monthly.

Transportation/Driving

- Easier name/address changes on drivers license
- I learned about the 511 Maine website this year, and it's awesome. What a great service! Thank you and thank the DOT for providing it.
- Some of the biggest sticks-in-the-mud are at MDOT, where you can only find scant information about major projects - and what is online tends to be a lot of Powerpoint presentations without any context or details.
- Please give us a list of current road projects.
- Buy an EZ Pass online
- DOT did a superb job of communicating in the big bridge job in Augusta and the turnpike work- great example.
- More DMV services online.

Local Government

- Consolidate local town office features into the Maine website - make it seamless - use physical zip to select the correct office - user does not know they have been redirected to the town office site.
- Purchase a parking pass online
- Email reminders of town meetings and elections
- Pay our taxes and water bill online
- Encourage all municipalities to participate and allow city/county services to be addressed online, centralized through the state website
- More towns using Rapid Renewal
- Have more of a presence on the local level
- Use the Maine.gov site as a portal to access town and county services. Electronic offerings should be viewed as a means to lower overhead costs of providing services. Town governments should make kiosk terminals available in town locations, such as library or

town halls, to assist those citizens who do not have Internet access. State agencies must continue to lead by example and offer as many services as possible through electronic means.

Communications

- Reminders for renewals
- Send alerts of state shutdowns/early closing by way of text messages to my cell phone
- I think sending text messages to people's phones is a great way for them to get the latest news on bills being passed or government plans.
- I do like email notices--but I would never want to have email be the only notification for anything really important. There are just too many things that can go wrong with email: SPAM filters, suspicious mail folders, or simply getting lost in the avalanche of emails in the inbox.
- Social networking sites, blogs, etc. seem okay for personal use, but I am not sure that I'm sold on them being appropriate tools for state government to communicate important information....
- Twitter, Facebook [and the opposite - "Don't waste time on Facebook, MySpace or Twitter." / "By not getting involved with TWITTER, Facebook, My Space or any other of these networking/communication services. The money (and the time that it takes for a human to update this counts as money) can be better spent on ESSENTIAL needs and services. Those types of things seem FRIVOLOUS in these oppressive economic times."
- A daily email similar to Federal Register Table of Contents that details meetings, announcements, awards in each agency happening that day.

Transparency & Privacy

- Transparency. For example, the financial statements cannot be searched, they are not in the same format and sequence as the budget, there is no revised budget when revisions are approved. The financial area of State government needs a tremendous amount of work for me to see just where my taxes are going.
- While I welcome the transparency of state government operations, I am concerned about the near-absence of appropriate privacy for citizens. It's certainly troubling that state workers' pay is (or perhaps was--I recall one legislator was trying to protect that) available to the public, and it's equally troubling that municipalities place all the information about a person's home (address, property taxes, etc.) on the municipalities' websites accessible by anyone. I view this as a serious privacy concern (and a legislative issue that should be addressed) not unlike how names and addresses linked to automotive license plates used to be available years ago. In this era of identity theft, more personal information needs to be protected and its released controlled similarly to how individual medical treatments and diagnoses are protected at present, rather than less. [For example, I trust state government is not selling or providing for free my email address and phone number below, but I am aware of allegations that such information is routinely sold or provided by state agencies to businesses and private parties.]

Other New Service Ideas

- Online vital records
- Make 911 call transcripts public or put them online in a PDF archive. The state should also allow full access to the 911 recordings and provide digital copies of those recordings on request as many other states do. This would require a legislative change but in light of keeping public information public this would be a good measure to take.
- Change of address service online
- An Icon for Flag placement and times for changing
- Personalized accounts for all registrations, tax records etc. Accessed via PIN #
- I wish there were a public forum/blog that state higher-ups would actually pay attention to where citizens can report waste of our taxpayer dollars. There needs to be some oversight/accountability with information that filters down to the taxpayer.
- Report crimes in a database for public access.
- The state should communicate with me on my unemployment claim status.
- Create a repository of all common state forms and publications in pdf form in one easy-to-locate place on the Maine.gov website
- Teacher certification information and renewal.
- Create an interactive "idea page" where various key topics, ie. cost savings, can be presented by the public. A topic can be presented, then voted on yes, no and no opinion w/ an area to post comments, add links to sites supporting facts for both sides of an idea, etc

(vote by all registered idea page users). This is an easy tool that can make cost cutting a grass-roots movement and open up a more diverse perspective for legislators to draw from when considering cost cutting measures.

- A database of all significant locations, state property, buildings, parks, everything; should be integrated into GIS for quick search from state website. Additionally, state could do a better job making these places come up on Google maps/earth and other public GIS platforms

General Maine.gov & Other Comments

- More access to services via Internet and cell phones
- Re-do the Dept of Education website
- Improve the search function / make site easier to navigate / less clutter / more user-friendly
- Have a State of Maine portal that allows account holders the ability to specify content of interest, and preferred delivery method - email, web, RSS, Twitter, Facebook, SMS, etc. Allow for personalized content selection and delivery methods.
- All state websites should have accurate and current information at all times. I have recently been very perturbed at the misleading information about energy programs, particularly on the Maine State Housing website.
- Data API's for everything that is not static. RESTful JSON, XML, etc.
- Valid HTML/XHTML on all pages
- Unified and consistent branding, navigation, etc. across maine.gov sites
- Increased use of accessible document formats (more html, text etc... less pdf's and definitely less word docs)
- Try to make the site more attractive to tourists. Have a featured town/city section of our state on the front page of the website.
- All departments that handle funds should allow payment online / accept credit cards for any state, town or city payments.
- Blogs, twittering, texting, etc. are not important for my uses (and I would argue that usage statistics illustrate that few people visit government blogs), but easily-accessible online services for paying taxes and fees or interacting with the government could be useful to the vast and growing number of online users. It is especially nice to be able to complete simple transactions, such as vehicle registration, online at any time rather than wasting time at the local town hall or DMV; any expansion of these types of services would be welcome.
- I realize any additional service comes with a price tag, however we cannot stand still in view of modern technologies availabilities Any service added must be monitored to be sure it is beneficial.
- If and whenever I need state services, I prefer to speak to a person, by phone or actually in person. I find that much gets lost in the translation through electronic communications and may be misconstrued. I'm finding myself being constantly pushed into using electronic technology, and am not pleased with it. I prefer the one on one, person to person, let me hear or see you, kind of way of doing things. Thus, giving me an opportunity to express myself more accurately and to have the chance to ask question when I am not sure of an issue.
- Tell us how we can best suggest and/or implement changes/improvements. I want to be an active citizen but quite often find the political and bureaucratic system cumbersome at best.
- I think the state needs to remember that there are people who do not have and cannot afford computers or Internet access and need to have access to state forms... These need to be provided somewhere and their local libraries or town offices are the best places to do that!
- Keep providing funding for MARVEL databases
- Improvements to the MEMA site are also appreciated.
- Instead (or in addition to) charging a fee to use e services the state could charge a fee for in person services when it is possible to complete a transaction electronically.
- Focus on providing better broadband access to all areas of Maine / ensure services are available for those on dial-up or without Internet access
- Generally speaking, agency web pages aren't kept up to date very effectively.
- Offer kiosks or Online services on a PC in state offices such as DMV offices.
- Each department must understand that electronic communication and archival materials make state services available at considerably less cost than a bunch of paper, and more accessible --+ TIMELY.

General Praise

- I love INFORME customer service. They responded to my trouble with online vehicle registration renewal in less than 2 mins and I was able to renew online within 5 mins after emailing the difficulty for help.
- Kudos to the support team and management for providing an efficient service with right governance.
- The State of Maine has an excellent web site - it is attractive, easy to navigate, and full of information.
- This committed curmudgeon nitpicker can find nothing in maine.gov keeping it from a Perfect rating. Thanks !
- I am pretty much impressed by it. I am 69 and until about 5 years ago I was computer illiterate and I find you website easy to navigate. I can usually find what I am looking for. Keep up the good work.
- The Maine DEP and Maine Geological Survey webpages have loads of content, and MEGIS is also a great resource - these are excellent webpages
- I think that LURC has done a great job of making its projects transparent and accessible on its website.

SUBSCRIBER SURVEY

1. Industry

Industry types are listed below in order of most selected. The most represented industries were legal, non-profits, education/childcare/elder-care, finance, and health care.

What is your primary industry?		
Answer Options	Response Count	Response Percent
Legal	134	18.1%
Non-Profit	91	12.3%
Education/Childcare/Eldercare	61	8.2%
Banking/Finance	60	8.1%
Hospital/Health Care	56	7.6%
Insurance	39	5.3%
Transportation	38	5.1%
Vehicle Sales/Services	36	4.9%
Construction/Contracting	32	4.3%
Municipal/Government	29	3.9%
Private Investigation	28	3.8%
Real Estate/Housing	26	3.5%
Manufacturing	20	2.7%
Employment Screening/Staffing	17	2.3%
Retail	16	2.2%
Data Aggregator/Reseller	11	1.5%
Accounting/Payroll/Tax Prep	10	1.3%
Utilities	8	1.1%
Other (please specify)	29	3.9%

2. Business Location

The majority of respondents were with businesses located in Maine.

Is your company/business located in Maine?		
Answer Options	Response Percent	Response Count
Yes	87.4%	648
No	12.6%	93
answered question		741
skipped question		0

3. Frequency of Use

76% of respondents use InforME subscription services at least monthly, with 16% using them on a daily basis.

How often do you use InforME subscription services?		
Answer Options	Response Percent	Response Count
Every day	16.3%	121
6 to 10 times per month	24.8%	184
3 to 5 times per month	18.5%	137
1 to 2 times per month	17.3%	128
A few times per year	20.6%	153
First time	2.4%	18
answered question		741
skipped question		0

4. Quality of Customer Support

Of the 66% of respondents who have used InforME live customer support services, 92% rate those services as generally or consistently good. Of the 86% of respondents who have used InforME self-service support tools, 92% rate those services as generally or consistently good.

Answer Options	Poor Quality (1)	Quality Varies (2)	Generally Good (3)	Consistently Good (4)	Have Not Used	Rating Average
Live Customer Service (phone, live chat, email)	6	33	134	306	248	3.54
Self-Service Tools (account manager, FAQs, online invoices)	12	38	227	345	105	3.45

5. Recommend

Nearly all respondents would recommend InforME services to a colleague.

Would you recommend InforME services to your colleagues?		
Answer Options	Response Percent	Response Count
Yes	90.4%	656
No	1.8%	13
Don't know/No opinion	7.9%	57
answered question		726
skipped question		15

6. Cost Savings

Many respondents did not know whether cost savings had occurred, most likely because that information is tracked at a different level or business unit with the company, outside of the respondent's role. Of those who were able to answer, 80% indicated that InforME services have saved their company money.

Have InforME subscriber services saved your company money?		
Answer Options	Response Percent	Response Count
Yes	46.7%	339
No	11.4%	83
Don't know/No opinion	41.9%	304
<i>answered question</i>		726
<i>skipped question</i>		15

7. Productivity

Of those who had an opinion, 87% felt that InforME services improved their productivity.

Have InforME subscriber services improved your productivity?		
Answer Options	Response Percent	Response Count
Yes	69.3%	503
No	10.6%	77
Don't know/No opinion	20.1%	146
<i>answered question</i>		726
<i>skipped question</i>		15

8. Service Satisfaction

Service ratings are very positive, with most being rated “satisfactory” or above. 87% of users are “very satisfied” with the driver record search service; 53% for the title search service; 54% for the registration search service; 57% for the UCC search and filing services; 55% for interactive corporate services; 60% for annual report filing; 57% for criminal records; 49% for crash reports; 30% for over limit permits; and 21% for bulk data.

Answer Options	Very Unsatisfactory (1)	Unsatisfactory (2)	Neutral (3)	Satisfactory (4)	Very Satisfactory (5)	Have Not Used	Rating Average
Driver Records Search	12	1	27	96	248	318	4.48
Title Records Search	7	2	27	62	112	492	4.29
Registration Records Search	7	6	28	77	136	448	4.30
UCC Search and Filing	12	3	28	65	141	453	4.29
Interactive Corporate Services	9	0	35	65	134	459	4.30
Annual Report Filing	11	3	26	64	155	443	4.35
Criminal Records	14	5	28	129	234	292	4.38
Crash Reports	2	3	28	36	65	568	4.19
Over Limit Permits	3	1	28	19	22	629	3.77
Bulk Data	2	2	32	21	15	630	3.63

9. Desired Services

The services are sorted below in order of popularity. In the survey itself, the order of services was randomized. There is very strong interest in a consolidated background check service. Other services generated moderate interest.

Which of the following services would you like to see offered by InforME? (check all that apply)		
Answer Options	Response Percent	Response Count
One-stop background check service to include driver record, criminal history, sex offender search, and more	67.1%	469
Sex offender notifications when an offender moves in or out of a selected area	24.0%	168
Real estate transfer tax declaration search and filing	20.0%	140
Legislative bill tracking with email notifications	17.6%	123
None of the above	17.9%	125
State agency rule-making tracking with notifications and online public comment	14.2%	99
Online sales of bulk UCC debtor name data	8.0%	56
Online sales of bulk corporate business data	7.6%	53
Online sales of bulk hunting and fishing license data	3.3%	23
Online sales of other data	2.0%	14
Other (please specify):	7.0%	49
answered question		699
skipped question		42

We received 49 comments with suggestions for services or enhancements to services, including:

- New Services:
 - Batch filing of tax/rent refund applications
 - Combined search of all title and registrations for a given entity
 - Electronic filing of title application via scanning of documents
 - Daily reporting of auto sales
 - Vital records such as birth, death, marriage, divorce records
 - Boat registrations
 - New car registrations
 - Service to search database of fish and wildlife license and permit data, accident reports, boat, ATV, and snowmobile data, and conviction data
 - Child Protective Services central case records search – if this were online it would save wait time for new hires
 - Out of state license verification
- Registrations search:
 - include semi-trailers as a search option
 - Provide more detail such as color and insurance carrier
 - Partial registration number tracking
 - Tracking registration by street address
 - Ability to print old registrations, not just current
 - Ability to search by business name
 - Include dates of birth on records
- Title Search:
 - Search by owner's name
- Driver license/history data:
 - Provide more detail such as photo and physical description
 - Allow search of license data without a date of birth
 - Ability to obtain MVR from other states a Maine resident has lived in
- Background checks:
 - Expand to include Treasury checks and Federal
 - National criminal background checks
 - Clearer criminal records, sometimes they are hard to read and understand
 - Ability to search for criminal records in other states a Maine resident has lived in
- Corporate services:
 - Online filing of Articles of Incorporation, Amendment
 - Online business filings
 - Improved annual report XML filing process
 - Easier document search screens for Div of Corporations forms
 - Online filing of all corporate documents

10. Preferred Method for Communications

Nearly all subscribers prefer to receive communications from InforME via email.

How do you prefer to receive communications from InforME, such as notification of new services or enhancements? (check all that apply)		
Answer Options	Response Percent	Response Count
Email	96.2%	664
Mail	14.8%	102
Account Manager	4.2%	29
Phone	1.9%	13
Other (please specify)	0.9%	6
answered question		690
skipped question		51

11. Comments

We received 172 comments in response to the question: "How can InforME and Maine state government better serve you and Maine businesses in general through electronic services?" The comments are summarized below along with highlights of some specific comments.

- General feedback:
 - Your good customer service threatens to give government a bad rap (haha). Your personnel have been nothing less than professional, responsive and efficient for the approx 5 years I have used this program. Thanks for making my job a little easier!
 - This is a great service that I use regularly. It is much more efficient than snail mail.... I love this service...Keep up the great work.
 - System is great. Wish NH, VT & MA were as easy!
 - The site very much a user friendly site and its employees are always very polite.
 - InforME has helped the Sanford Housing Authority in its tenant selection process by providing us with violent criminal activity history on perspective tenants. This has proved to be a valuable tool in providing decent, safe and affordable housing to income eligible applicants. Thanks for being there for us.
 - The more public information that is available through InforME, the more productive I am. InforME is user-friendly, quick, and accurate. Great program.
 - Going paperless is the way! Transferring images and information fast is the "need" for today's business - having access to the information on the computer allows us to retrieve it fast and pay for it at the time of receipt thus creating a "pay as you go" system. Having a person dedicated to any problems that might creep up is also handy. I think the system has and continues to develop nicely.
 - This program has been a great success from my vantage point relative to use, productivity, access to information and such things. I would only add that to make things better would be to link more things at least via hyperlinks. Inland Fisheries Department ATV license/title information via InforMe would be great for asset searching. Otherwise, keep up the great work!
 - I have used many of the other states' online record access sites and found Maine's to be one of the best in terms of ease of access, clarity of instructions and availability of information sought. Keep up the good work!
- New Services:
 - Payroll - access filing reports and data for payroll clients online - such as past CN941s, W-3MEs, etc. which have been filed. Additionally, I would so appreciate this capability since over 50% of our payroll clients do not EVER

bring us their UCC letters updating their rates. If this were accessible online, we would be more accurate immediately, and the State would have fewer incorrect returns to deal with.

- Court records online, both civil and criminal, in one central database
- Federal and Treasury background checks, ability to do criminal background checks for other states
- More DMV forms available for filing and paying fees online
- Ability to email title division a question so as to not tie up phone lines. Can only investigate one issue per call.
- Child protective, adult protective, and institutional records searches for background checks on new employees
- Electronic title filing
- Online filing of Articles of Incorporation, Articles of Organization, DBA, change of clerk.
- Search all states for title and registration records
- XML corporate and annual report filings
- The ability to buy inspection stickers online if you are a licensed facility recognized by the state. Payment with credit card would be a bonus.
- Estate tax forms
- Ability to build custom lists for the information needed by my company
- Online filing of mortgage discharges at the registry
- One report background check, license check would be very useful when checking new hires for our business.
- InforME has made it much easier and faster to obtain record checks. I would love it if the child protective services and other background checks such as fingerprinting were this easy.
- Enhancements to existing services:
 - Improve UCC search and time to download the information
 - Registration searches – plates are more than a month behind, sometimes come up blank
 - Generate Overlimit permits more quickly
 - Registration search – search by plate type regardless of picture on it
 - One entry place to search driver records & registration records & hunting & fishing & death certificates
 - Set up names and addresses of Members, officers, etc, online, for newly formed corporations prior to the first Annual Report-- so that the info comes up automatically at time of filing, just like on repeat Annual Reports.
 - Title search – show pending applications as well as current when searching by VIN
 - Criminal records not always current, completeness, ability to identify the correct person
 - Ability to search for driver records of all my employees in a single search
 - Ability to determine if a crash report is pending
 - Allow upload of an Excel file for batch criminal background checks
 - Overlimit permits – allow sorting of my tractor and trailer units
- Comments related to billing/invoicing processes (25)
 - Would like to have invoices mailed to me / emailed to me
 - It is hard to reconcile statements. More information on dates and amounts separated by DMV and criminal checks would be helpful.
 - Invoice could be more user friendly. I do find it efficient but have trouble downloading it.
 - It would be helpful if invoices could list searched names by date.
 - Since going automated, we have had some billing confusion from time to time.
 - The billing capabilities leave a lot to be desired. Our account has been miscredited, cancelled, then charged late fees, fees waived but account not activated.

- Comments related to reducing state or portal fees (18)
 - I don't care for the fact that InforME has now started charging for no hit MVR's. This means if we have the wrong information that we now pay 2 times for the same MVR.
 - Reduce costs and fees, lower out-of-state fee for criminal background checks.
 - I have slowed down on my use of InforMe due to the fees that are now imposed on the account. I find the service is now too expensive to use and would like to see a base yearly rate instead of a per use rate for investigators and the inactive minimum fee removed.
 - First time initial Criminal background check fee should be one rate and for every year after checking on the same employee a smaller fee would be much appreciated. I check every employee yearly and the cost of doing these checks are costly.
 - Offer volume discounts for out of state subscribers.
 - Reduce fees for non-profits.
- General :
 - Expand with more online services, make more records available online, more online database searches
 - When you add new services, let us know
 - Keeping people informed about the constantly changing laws and forms to be used in our business.

MUNICIPAL SURVEY

1. Municipality Size

Municipalities ranging from under 1,000 to over 10,000 were represented, with 50% of respondents from municipalities of 1,001-5,000 citizens.

How many citizens does your municipality serve?		
Answer Options	Response Percent	Response Count
1 to 1,000	17.9%	54
1,001 to 5,000	50.0%	151
5,001 to 10,000	19.9%	60
10,000 +	12.3%	37
<i>answered question</i>		302
<i>skipped question</i>		0

2. Internet Access

Nearly every municipal office in the survey has a high-speed Internet connection.

What type of Internet access does your municipal office have?		
Answer Options	Response Percent	Response Count
High-Speed (Cable, DSL)	97.0%	293
Satellite	2.0%	6
Dial-Up	0.7%	2
None	0.3%	1
<i>answered question</i>		302
<i>skipped question</i>		0

3. Municipal Website

Few respondents were aware of their Maine.gov municipal page, or perhaps did not consider it an official website of the municipality. Nearly half of respondents indicated their town has a custom-built website. Notably, 45 respondents indicated that their town does not have an official website of any kind.

Which of the following types of official town/city websites do you currently have?		
Answer Options	Response Percent	Response Count
Custom built site	46.4%	140
GovOffice site	17.2%	52
No official website	14.9%	45
Virtual Town Hall site	12.3%	37
Maine.gov Local Portal page/site (Ready.Set.Gov)	11.3%	34
Other (please specify)	3.6%	11
answered question		302
skipped question		0

4. Online Services

About half of respondents indicated that their municipality offers online transactional services for citizens.

Do you offer online services to your citizens (interactive services that allow a citizen to search, file, apply, or pay online)?		
Answer Options	Response Percent	Response Count
No	48.7%	147
Yes (please describe)	51.3%	155
answered question		302
skipped question		0

In describing the online services offered, most listed InforME services such as Rapid Renewal, dog licensing, boat registration, or absentee ballot request. Other services mentioned include: hunting licenses, search tax assessment info, property taxes, building permits, e-packets, clean-up permits, downloadable forms, sewer/utility payments, reporting of crime issues, online document search, online maps, code/ordinance search, parking ticket payments, citizen feedback, payments for classes, recreation programs, GIS tax maps, and land use applications.

Online Services by Municipality Size

There is a clear relationship between the size of a municipality and the likelihood of offering online services, though even some of the largest communities do not yet offer online services.

Answer Options	1 to 1,000	1,001 to 5,000	5,001 to 10,000	10,000 +
No	76%	53%	32%	19%

5. Reasons for Not Offering Online Services

Those respondents who indicated their municipality does not offer online services were asked about the reasons. The most common reason was a concern about costs or loss of revenue. Several respondents indicated that their town is looking into offering online services or working on it.

Please select all factors in your decision not to offer online services.		
Answer Options	Response Percent	Response Count
Cost or loss of revenue	54.6%	77
Lack of citizen interest	17.0%	24
Time consuming	17.0%	24
Not sure how to get started	16.3%	23
Office is not computerized enough	14.9%	21
Staff not comfortable with computer/Internet	13.5%	19
Other (please specify)	22.0%	31
answered question		141

6. New Services

Services are listed below in order of popularity. On the survey itself, service order was randomized. The most desired service is online vital records ordering, followed by property tax payments, a real estate transfer tax declaration system, and building permits.

Which of the following online services/features would your municipality potentially participate in if offered by InforME/Maine.gov?		
Answer Options	Response Percent	Response Count
Vital records ordering/payment service (birth, death, marriage certificates)	70.3%	142
Property tax payments	63.4%	128
Real estate transfer tax declaration electronic filing/workflow system	42.1%	85
Building permit application/payment	41.6%	84
Legislative bill tracking with email notifications	21.8%	44
DataShare tool (service for publishing free public data)	18.3%	37
Parking ticket payments	16.3%	33
Utility payments	15.8%	32
Enhanced website builder/publishing tool	15.3%	31
Media gallery for publishing pre-recorded or live streaming video/audio	8.4%	17
Parking pass purchase	5.9%	12
Blogs	4.0%	8
answered question		202
skipped question		100

7. Communications

The majority of respondents prefer to receive communications by email, but there is also interest in electronic newsletters.

How would you prefer to receive communications from InforME about new online services or enhancements?		
Answer Options	Response Percent	Response Count
Email	85.2%	224
Electronic InforME newsletter	24.3%	64
MMA newsletter	23.2%	61
MMA conferences	11.0%	29
InforME website	9.1%	24
Other (please specify)	1.1%	3
<i>answered question</i>		263
<i>skipped question</i>		39

8. Municipal Administrative Portal

Features below are listed in order of popularity. On the survey itself, the order of features was randomized.

If InforME were to create an administrative website/portal for municipalities, which of the following features would you use?		
Answer Options	Response Percent	Response Count
News and announcements, such as updates to municipal services or new services available	70.2%	160
Frequently Asked Questions	63.6%	145
Downloadable training documents for InforME services	62.3%	142
Downloadable citizen marketing materials for InforME services such as Rapid Renewal, Dog Licensing, Boat Registration Renewal, etc.	50.0%	114
Pre-recorded training webinars for using InforME service administrative functions, such as Rapid Renewal	41.2%	94
Central location for InforME service and administrative website links	36.4%	83
Live help instant online support (live chat)	39.5%	90
Link to electronic invoices/statements	27.6%	63
<i>answered question</i>		228
<i>skipped question</i>		74

8. Service Satisfaction

Average ratings indicate satisfaction level between “neutral” and “satisfied” for all but one service, PayPort. The PayPort service was live in just two towns at the time of this survey and enhancements were being made to address feedback. Of participating respondents, 41% were Very Satisfied with Rapid Renewal, 39% with municipal data transfer, 31% with absentee ballot, 30% with burn permits, 27% with dog licensing, 18% with Ready.Set.Gov, 11% with PayPort.

Please indicate your satisfaction with the following InforME online services, as a participating municipality (if you don't participate, select N/A).								
Answer Options	Very Unsatisfied (1)	Unsatisfied (2)	Neutral (3)	Satisfied (4)	Very Satisfied (5)	N/A	Rating Average	Response Count
BMV Municipal Data Transfer	27	3	9	48	55	104	3.71	246
Rapid Renewal	27	5	10	36	55	113	3.65	246
Online Absentee Ballot Request	9	3	28	19	27	160	3.60	246
Ready.Set.Gov/Local Portal	4	0	10	14	6	212	3.53	246
Boat Registration Renewal	24	3	14	42	35	128	3.52	246
Dog Licensing	18	1	13	26	21	167	3.39	246
Burn Permits	10	3	20	14	10	189	3.19	246
PayPort Credit Card Processing	3	0	5	0	1	237	2.56	246
<i>answered question</i>								246
<i>skipped question</i>								56

9. Comments

We received 43 comments in response to the question: “How can InforME assist municipalities in delivering government services to the public electronically? Give us your ideas for online services or how we can support you.”

Responses included:

Concerns about fees, revenue and other barriers

- My town office does not have adequately trained staff to handle online services.
- Our municipality is TOO small to have a computerized system.
- There is a lot of interest in the Town for adding more online services, but there is resistance by the administration. Any suggestions?
- It is important to have accountability built into the cost for services. Without an option, municipalities are beholden to whatever costs are passed on to us. We do not like that. At some point, what reason would a town office have if everything was administered electronically by State agents?

New services:

- Make a program for us to download our vital records and also use BMV like we do IFW info.... being able to register a vehicle by going to a special site and having the info available for us to print off for the customer. It would save so much for the State to not have to mail loads of usable or unusable registrations monthly. And we wouldn't have to keep unused registrations for the auditor. I'm not talking Rapid Renewal. I am talking about being able to have access to an online database just for tax collectors.
- Tax payments
- A numeric search and MSRP resource would be helpful. For example: it is a furlow day, I have a private sale of a 1980 GMC I need a base \$ for and I am not sure the VIN is accurate; an online service would be very helpful so I don't have to send the resident away.
- We are most interested in being able to provide residents more payment options, whether it be online through our website or via credit card, etc.
- Could we: track the names of people who have lobster licenses in our municipality? Have the price a piece of land sold for readily available use? Be able to get a list of dogs licensed/gotten rabies shots? Documented boat lists and info? We get some of these by mail eventually already but if it was out there on line it would be a huge help.
- There have to be ways that more Vital records work could be done electronically.

Existing Services:

- You could help by improving the recording of mill rates for "manual" towns....the program should be able to change a mill rate from one to a lower rate each year, if programmed....then it wouldn't be such a hassle for small towns to update their data
- Real time BMV transactions would be great; eliminate data transfers altogether. No complaints about the current procedures but the transfers take time and there is room for human error.

General:

- I feel that you do quite well serving the municipalities already but certainly if there are other services to be had, keep them coming. Thanks for your support.
- InforME could be a major player in assisting municipalities with best practice for implementation of new LD-715. The ability to be able to recapture an existing annual \$80k budgeted expense for merchant service charges is highly desirable. With convenience fee offsets to merchant services it opens the door to RE, PP Tax, and PDD assessments to be paid on-line using credit cards!
- We are all in favor of as many electronic services as possible but we have to be mindful that not all of our residents are comfortable with electronic services or have the means to participate.
- As Tax Collector, Town Clerk and Registrar of Voters, the programs that you offer and that we now participate in has cut down on foot traffic tremendously. I have been trying for at least five years to convince the Board of Selectpersons to offer the Rapid Renewal Program. I lucked out in 2008 when the Town elected a selectperson who worked for BMV and with his help we were able to convince the other two selectpersons to let us offer this service to the Townspeople. Since then we now also have the Moses Program and online recreational registrations. My next step will be the Dog Licensing and Vital Records online. Also I need more information regarding ways to accept payments by credit and debit cards. This is another request that I get on a daily basis here in my office. I thank you and I am sure my customers thank you for all that you do to make our busy lives less hectic, with all the services that you offer.
- InforME deserves its fine reputation and awards.

Marketing:

- Send out reminder notices to people when their registrations are due, both vehicles and boat registrations.
- A think a poster showing all of the online services available for Municipalities to post would be extremely beneficial.
- It would be great to have one site to access all InforME products. If it is currently available, I don't know about it.
- Notify Towns of new services InforME offers?

STATE AGENCY SURVEY

1. Respondent Roles

Most respondents were business managers or webmasters/coordinators. The “other” category included other state employees, other technical, programmer, and agency or IT director, among others.

What is your primary role in interacting with InforME?		
Answer Options	Response Percent	Response Count
Business decision maker/manager	35.7%	46
Webmaster/coordinator	25.6%	33
Technical resource/consult	9.3%	12
Web application project contact	7.8%	10
Website project contact	7.0%	9
Communications/marketing	0.0%	0
Other (please specify)	14.7%	19
<i>answered question</i>		129
<i>skipped question</i>		0

2. State Agencies

Respondents represented 26 different top-level state agencies and all three branches of government. The largest number of respondents was from the Department of Administrative and Financial Services, which includes the Office of Information Technology. The next largest entities represented were the Secretary of State's Office (the entity with the most online services through InforME), and the Department of Health and Human Services.

What Maine state department or entity do you work for?		
Answer Options	Response Percent	Response Count
Administrative and Financial Services	27.9%	36
Secretary of State's Office	10.1%	13
Health & Human Services	8.5%	11
Environmental Protection	4.7%	6
Judicial Branch	4.7%	6
Maine State Library	4.7%	6
Professional & Financial Regulation	4.7%	6
Public Safety	4.7%	6
Conservation	3.9%	5
Labor	3.9%	5
Transportation	3.1%	4
Agriculture	2.3%	3
Defense, Veterans, & Emergency Management	2.3%	3
Ethics Commission	1.6%	2
Corrections	1.6%	2
Inland Fisheries & Wildlife	1.6%	2
Marine Resources	1.6%	2
Public Utilities Commission	1.6%	2
State Planning Office	1.6%	2
Audit	0.8%	1
Education	0.8%	1
Governor's Office	0.8%	1
Historic Preservation Commission	0.8%	1
Legislature	0.8%	1
Treasurer's Office	0.8%	1
Other (please specify)	0.8%	1
Arts Commission	0.0%	0
Attorney General	0.0%	0
Economic & Community Development	0.0%	0
Maine State Museum	0.0%	0
answered question		129
skipped question		0

3. Resources Used

This question focused on use of free training and support resources offered by InforME. Resources below are listed in order of selection popularity. The most used resource is consultation with InforME staff, followed by the InforME website.

Which of the following Maine.gov/InforME resources have you ever used? (check all that apply)		
Answer Options	Response Percent	Response Count
Consultation with InforME staff	70.2%	87
InforME website (www.maine.gov/informe/)	61.3%	76
Webmaster resource center (www.maine.gov/webmasters/)	34.7%	43
Agency web support request forms	33.1%	41
Webmaster meetings/trainings	32.3%	40
None of the above	10.5%	13
answered question		124
skipped question		5

4. Tools Used

This question focused on use of free and fee enterprise tools available to state agencies. Tools listed below are in order of selection popularity. The most used enterprise tools are website hosting, website templates, and the What's New Tool.

Are you or your agency using any of the following InforME tools? (check all that apply)		
Answer Options	Response Percent	Response Count
Website hosting	58.1%	72
Agency website templates	51.6%	64
What's New Tool	44.4%	55
AutoForms	31.5%	39
Listservs (email lists)	30.6%	38
Maine.gov online news system	29.0%	36
RSS feeds	20.2%	25
Urchin analytics	15.3%	19
Media Gallery	12.9%	16
WebShop (online shopping cart service)	10.5%	13
Public meeting calendar system	10.5%	13
Simple Data Transfer (SDT)	9.7%	12
DataShare (open data publishing service)	6.5%	8
Email Encoder	5.6%	7
None of the above	12.9%	16
answered question		124
skipped question		5

5. Quality of Service

This question focused on general impressions and opinion of the portal's performance and support. 58% of respondents agreed or strongly agreed that InforME support is responsive. 70% of respondents agreed or strongly agreed that performance of Maine.gov meets their expectations. 49% agreed or strongly agreed that InforME services have reduced the workload for their office.

Please indicate your level of agreement with the following statements:							
Answer Options	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Rating Average	Response Count
InforME support (help desk) is responsive to my agency's needs and those of online service users.	4	6	42	48	24	3.66	124
The performance (speed, usability, etc.) of Maine.gov and InforME online services meets my expectations.	3	10	24	62	25	3.77	124
InforME/Maine.gov services have reduced the workload for my office.	8	12	43	39	22	3.44	124
<i>answered question</i>							124
<i>skipped question</i>							5

6. Online Services

This question is intended to help determine what factors motivate agencies to offer online services. Factors listed below are in order of rated importance. On the survey itself, the order of factors was randomized.

In considering or deciding to offer online services, please indicate how important each of the following are/were to you.							
Answer Options	Very Unimportant (1)	Somewhat Unimportant (2)	Neutral (3)	Somewhat Important (4)	Very Important (5)	Rating Average	Response Count
Serve users/customers more effectively	8	0	3	22	81	4.47	114
Respond to user/customer demand	9	1	4	30	70	4.32	114
Create efficiencies	10	1	9	27	67	4.23	114
Streamline business process	9	2	13	24	66	4.19	114
Increase public awareness	7	2	13	38	54	4.14	114
Use new technology to advance business process	7	5	17	34	51	4.03	114
Reduce costs	10	2	17	32	53	4.02	114
Generate positive PR or enhance agency image	7	5	18	42	42	3.94	114
Alleviate short staffing problem	10	12	22	32	38	3.67	114

7. Awareness of Services

Services below are listed in order of rated awareness. On the survey itself, service order was randomized. Agency respondents were quite aware of web design and payment processing services, and had moderate awareness of other InforME services.

Which of the following InforME services were you already aware of? (check all that apply)		
Answer Options	Response Percent	Response Count
Website design	86.0%	98
Secure electronic payment services (credit card and e-check/ACH)	72.8%	83
Web application/database development under Time & Materials contract with no RFP required	66.7%	76
Web application development under a transaction-fee funding model with no upfront cost	64.9%	74
Website maintenance agreement services	58.8%	67
Marketing assistance	38.6%	44
None of the above	3.5%	4
answered question		114
skipped question		15

8. Barriers to Partnership

Factors are listed below in order of selection popularity. On the survey itself, the order of factors was randomized.

The primary perceived barrier is cost, which is not surprising in the current economic and state budget climate.

Do you see any of the following as barriers to prevent your agency from partnering with InforME for website or web application development? (check all that apply)		
Answer Options	Response Percent	Response Count
Cost	49.1%	56
InforME resource availability	35.1%	40
None of the above	32.5%	37
Other (please specify)	10.5%	12
Commitment to another vendor	7.0%	8
Management not aware of InforME services	3.5%	4
answered question		114
skipped question		15

Comments under “Other” included:

- Our in-house resources are generally sufficient.
- We definitely would do more if we had the money.
- InforME has a higher workload and a longer process for new work to get approved which has slowed down work on web site changes/upgrades.
- Limited funding in current budget climate.
- Not satisfied with services previously rendered.
- Not all co-workers see InforME as responsive as I do.
- InforME has other commitments
- Higher user transaction fees would limit public usage.
- Management sees cost/development time as a barrier without analyzing potential benefits
- InforME not sensitive to our particular, special needs.

9. InforME Partnership

More than three quarters of respondents indicated that their agency partners with InforME for online services.

Does your agency currently partner with InforME to offer online services to the public?		
Answer Options	Response Percent	Response Count
Yes	78.1%	89
No	21.9%	25
answered question		114
skipped question		15

10. InforME Partner Online Services Satisfaction

Respondents who indicated that their agency partners with InforME for online services were directed to this additional section regarding their partnership experience.

The data indicates a generally positive partnership experience. 8 out of 13 statements were rated on average at the level of “Agree” or higher.

Please indicate your agreement with the statements below in relation to your experience working with InforME.								
Answer Options	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	N/A	Rating Average	Response Count
I feel confident that our data and customer data handled by InforME is secure.	1	1	12	33	32	7	4.19	86
InforME staff took the time to understand our needs and requirements.	1	3	13	27	35	6	4.16	85
InforME has the technical expertise needed to operate our online service(s) effectively.	1	3	12	35	29	5	4.10	85
I would choose to work with InforME again for a future online service development project.	2	2	13	34	30	5	4.09	86
I would recommend InforME to another agency for online service development.	1	4	16	24	34	5	4.09	84
I am satisfied overall with the quality of the online service(s) my agency offers through InforME.	2	4	11	36	26	7	4.01	86
The performance of the online service(s) meets my expectations.	1	5	13	35	26	5	4.00	85
The online service(s) has created efficiencies for my agency.	1	6	15	28	26	10	3.95	86
InforME provides good customer support for our online service(s).	2	4	13	39	21	7	3.92	86
InforME offered suggestions that were creative and innovative during the development or operation of the online service(s).	1	5	19	27	24	8	3.89	84
InforME responds to our requests in a timely manner.	1	11	17	30	21	5	3.74	85
InforME has provided effective marketing assistance to increase usage of our online service(s).	1	7	32	10	11	24	3.38	85
answered question								86
skipped question								43

11. Desired Services

Services are listed below in the order of rated popularity. On the survey itself, the order of services was randomized.

Which of the following services would you potentially be interested in for your agency's use, assuming they were available? (check all that apply)		
Answer Options	Response Percent	Response Count
Webmaster training classes (templates, tools, etc.)	58.3%	56
Online survey tool	58.3%	56
Automated legislative bill tracking with email notifications	55.2%	53
Website content management software	52.1%	50
Live streaming media hosting (video/audio)	50.0%	48
State agency electronic rule-making system with workflow, email notifications, and online public comment	46.9%	45
Secure online payment processing services	44.8%	43
Secure over-the-counter credit card payment processing services	41.7%	40
Pre-recorded media hosting/publishing (video/audio)	37.5%	36
Blogs	24.0%	23
Wikis	22.9%	22
Third-party application hosting (non-InforME services)	20.8%	20
iPhone application development	12.5%	12
Other (please specify):	13.5%	13
answered question		96
skipped question		33

We received 13 comments under “Other”, including:

- Enhancements to AutoForms
- Event, conference, training registration
- (free or very low total cost of ownership) Web based, personnel training, records tracking and training track management. I believe these are called Learning Management Systems. Along with tracking training taken, an application to develop training and serve it up for both or either staff and the public to partake of.
- Participate in strategic planning for agencies to develop common goals and objectives. Coordinate team building exercises and develop trust between partners and offer opportunities to better collaborate.
- Secure online imaging databases (check copies)
- If you make iphone application you have to make application for windows mobile!
- What about application development for mobile devices
- All of the social networking applications e.g. Facebook, YouTube, Twitter, RSS feeds, etc.

12. Comments

We received 35 responses to the question: "How can InforME better assist state agencies in electronic delivery of government to the public? Please give us your ideas for services, tools, etc."

Comments included:

Quality of Service:

- Improve timeliness - the time between request and solution
- More customer focused
- Find ways/incentives to keep experienced programmers. Noticed longer time to get upgrades done after staff turnover.
- InforME is always responsive to our requests. We especially appreciate the What's New tool, which helps us put control of web content in the hands of staff who are most likely going to keep it up to date.
- In the event of a power outage or the servers going down for a variety of reason, notification would be appreciated. On these rare occasions, data has been dropped for completed sales and later discovered by client notification or when reconciling bank statements. For the most part service has been uneventful. Thank you.
- My only real complaint is that InforME switched products a few times in the past without notifying/polling customers. This created one or two problems that I still haven't resolved. Better communications with customers BEFORE significant changes would be nice. Other than that one whine, I'm thoroughly satisfied with InforME staff and services.
- I have the sense that if a critical business need was on a conflicted schedule with a more visible, lower priority project, that InforME would do whatever it took to satisfy the high visible effort and not extend that effort to the higher priority, lower visibility requirement. Too much of a sales pitch rather than solution based meetings.
- Keeping the site up (which you do quite well) seems the most important thing.
- Quicker follow-up on requests for assistance.
- My experience w/ InforME was a positive one. Things took a little more time than I anticipated
- InforME has worked with agencies to develop an amazing number of extremely useful services. The value of those services is greatly undermined when the domain is down (this was a frequent problem but seems to have been resolved). Making sure the overall environment remains stable is vital.

Costs:

- Tie rates to actual costs - open source web apps only "cost" storage space and network traffic. Fees should be based on a realistic cost model.
- Make your services more affordable.
- Cost is the biggest factor when working with InforME. Our experience is that 3rd party vendors are much less expensive to use.
- In general, high transaction user fees discourage high volume users (e.g. title look ups by car dealers; trailer registration renewal by agents). Should price services in such a way as to encourage high volume users to use Informe's online services instead of calling the agency or bringing work to the counter.

New Services:

- I am very interested in "State agency electronic rule-making system with workflow, email notifications, and online public comment"
- My believe is a content management system to better manage and link the information contained in static pages, including aging, etc.
- Continue to develop easy-to-adopt generic tools, like: survey tools, e-mail distribution lists, database-driven interactive applications, interactive mapping
- DHHS services are not offered from InforME, and should be!
- What about application development for mobile devices in conjunction with GIS tools to serve State users and the public.
- 2 tools to help maintain clean websites: One to identify and correct bad links (i.e. scour the website and list bad links). The other to identify and remove live pages that are dated and off of our radar. This may be trickier but it is a more pernicious problem. Often content managers remove the link to a page and forget it ever existed because it is no longer connected to the agency's main pages. The public may find these pages through Google or other search tools, and get

bad information that is no longer current. Perhaps a tool that would allow us to see what pages we have published that are not linked from anywhere else on our site would be helpful.

- Focusing on solutions (i.e. bill tracking; rule filing, searching and posting) for enterprise-wide challenges is helpful, preventing redundancy of application development and data entry. Another one could be a budgeting tool - current budget software for the state is more like online banking tool than a budgeting tool. Having a common tool that could be used for actual budgeting (actual vs budgeted/projected, flexible categorizations, etc.) Like Quickbooks...
- Increased social media tools to attract students

Existing Services

- Simple Data Transfer has already been developed, but my experience with the tool has two primary facets. First is setup and second is reliability. It is possible that issues around setup have now been addressed, but when I last requested an account, it took quite a long while to actually get an account (user id/login). After the request went in, it seemed to take weeks before I heard back. I've been involved in three requests and none of them has been turned around in less than a week. It was also not clear to me from the beginning who my contact at InforME would be. Paul Sandlin, of OIT didn't seem to be the conduit, nor did my Agency webmaster. While I was happy to ultimately connect with Derek (who was very helpful by the way), it took a while to sort this connection out and would have been nicer to know from the outset. The second facet of SDT is reliability. My understanding is that the tool should allow me (an account holder) to send an SDT link to either an external (outside the state firewall) user or an internal user. It should also allow an external user to send a link to downloadable files to myself and a group of others, so long as at least one of the recipients is a valid account holder. Only internal user to internal user, has ever consistently worked. The other combinations fail periodically and user adoption of the tool is very low. Personally, I have turned to a third party tool called YouSendIt (<http://www.yousendit.com/>). This tool has worked each of the half a dozen times I've used it. Unless there's a quick way to correct SDT, I'd recommend pointing state staff, who need to share large, non-sensitive files with others, to a reliable third party tool, like YouSendIt and terminating further development of SDT.
- Updates to What's New and forms tools to give users more flexibility (specifically for What's New, import/export, more robust search and select tools -- ability to do complex Boolean searches and selects and use wildcards.) For Forms, ability for more than one user to access forms.
- It seems many of the items on the webmaster resource page like trainings from previous meetings are not actually available when you click the link.
- Provide a greater level of customization for online applications rather than rigid templates.

Site Usability/Search/Site Organization

- I not infrequently hear comments that it is hard to find stuff on the DEP web site. My own experience with other state web sites is similar. Perhaps some resources could be made available to do usability studies of state sites with the goal of making them easier to use. DEP has redesigned its site within the last few years, but it was primarily an internal effort and limited by the time available from our Bureau webmasters to attack the issue. The result was better than what we'd had, but it seems we are still not providing a wide enough array of mechanisms for Staff to easily find our content. Jakob Nielson (<http://www.useit.com/>) and others point to the value of doing studies to see how people use your site and making improvement based on that research. Assistance in performing that sort of research and then applying the findings to web page design, keywords, your site index etc. would, I believe greatly aid the public in seeking out electronic delivery of government.

Marketing:

- It would also be helpful to have better educational tools that were tailored toward the various agencies to better educate the public about the on-line resources and promote both the State agencies service as well as the InforME product.
- Keeping public libraries informed about Maine.gov portal through a webinar or online tutorial - self training module

Other:

- Not sure this at all fits under InforME (probably OIT), however the needs I have daily is slightly faster WAN to state offices and open wireless in more state office buildings...
- IF&W has 500,000 paying customers whom we must reach with an attractive, media-rich website that includes all of the applications our customers are accustomed to using on other top websites in the public sector. IF&W has to market its services to residents and non-residents alike and that alone sets us apart from any other state agency. The economic impact from all of the outdoor recreational activities and eco-tourism totals more than \$2.5 billion. We believe a website such as the Office of Tourism is warranted for IF&W for the very same reasons Tourism's website has departed from the state template...they are "different" and they bring money into the state. We have to be able to compete, not only with other states, but for discretionary income people spend on recreation.

GOVERNMENT & COMMUNITY LEADERS SURVEY

1. The Role of the Internet in Maine State and Local Government

How important do you believe the role of the Internet is for the effectiveness of Maine state and local government, and why?

All of the respondents agreed that the Internet is “very,” “extremely,” or “critically” important to effective government. The most common reasons cited were cost-effectiveness, efficiency, ease of access and convenience for the public. In addition, respondents mentioned the expectations of the public and comparisons to the private sector.

- It is of paramount importance to the public, and is the future of public service.
- Extremely important - it is one of the primary ways we communicate with the public, with health care providers, with many stakeholders in both emergencies and normal times.
- Very. Allows consumers access to information at any time, often including ability to search. Also provides convenience to citizens when state/local have activated the ability to pay online for services, products, licensing, taxes, fines/fees.
- Extremely important, as it is the most cost-effective way to make certain aspects of government available to citizens when citizens need them - not limited to business hours, etc.
- The Internet is critically important for a well-functioning and responsive governmental entity because it's one of the easiest and most accessible way for Maine citizens and businesses to obtain information about the services that government provides.
- I think it is very important. IF we look at regular business, as government entities we are somewhat behind the times. The Internet is the future and we need to ride this horse into the future. As government agencies, we are forced to do more with less resources. The Internet is a great way to provide needed services at a somewhat reduced cost. The greater benefit is that it allows consumers 24/7 access to a variety of important information and services. I believe that in the future we will be able to offer even more online services, such as people sending complaints or asking for more information. We are planning on added GIS and even more assessing information to our web site in the future. This will allow anyone looking for information to do so from their location while reducing the number of walk in customers.
- I believe it is absolutely critical. The use of the Internet allows state agencies to provide services to the people of the state at a much reduced cost. In addition, the Internet makes it much more convenient for people of the state to do business with state agencies.
- Very important, it allows sharing information quickly and securing with other agencies, our residents and customers. As we can make use of newer development tools and processes our web services will reach a new audience of mobile users.
- Internet access is crucial if state and local governments are to be high-functioning entities. The ability of citizens to conduct business with governments from home or office not only saves them time and money but allows governments to be much more effective and efficient.
- Extremely important, in the age of electronic communication, more and more is being accomplished via website, whether it is gathering information, making contact or sending messages, state government agencies can and must use the Internet to be for effective and cost-sensitive.
- It is very important, it is the place to provide services, information and your image to clients. There will be an increasing demand for delivering services through this technology.
- Critically important. It allows for more efficient delivery of government services. Efficiency is key to maintaining adequate service levels. Further, people expect to be able to do business 24/7 regardless of whether it is with a retailer, bank, airline, government or anyone else.
- Very important. 1) Keeps access to government services on a par with private sector services through technology. 2) Allows cost containment (maybe not savings) of services, registration and requests from citizens to governmental agencies. 3) Provides a higher level of accuracy, accountability and availability of services to citizens.
- Extremely. The Internet provides citizens with 24/7 access to government services and information.

2. Maine's eGovernment Priorities

If you could set Maine's eGovernment priorities related to serving the public, what would be on your "top 5" list and why?

Ease of Use

- Help state agencies with their web sites so that the public can easily get all the information they want/need without having to ask for help, most of the time. This can save state resources in the long run.
- Ease of use--many websites are so buried in glitz that it's hard to find simple, intuitive information.
- Provide a secure, safe and user-friendly standard to all eGov services.
- Provide one stop shopping for gov't related services and information in an interactive and user friendly way that meets people's needs.
- Easy access to all state agencies
- One stop access point to all a constituent's needs

Funding/Costs:

- Support state agencies to identify ways to service constituents' needs with pay as you go services (reasonable fees for convenience).
- Require Legislative initiatives to identify an "IT note" (like a fiscal note) for all bills prior to voting out by committees.
- Assume that eGov cannot be all things to all people and establish a system to say 'no' to projects or services that only assist a few or are too expensive.
- Affordability--a careful parsing of information that is intuitively easy to find, separated from more highly developed services requiring a fee is understandable and agreeable to most users.
- State government has done a remarkable job over the past 7 or 8 years in adding frequently used services to its e-government website. I have a concern, however, that there are other services that may have been left behind because they do not lend themselves easily to the financial model of InforME. If it has not occurred, I would suggest a review of State government services to identify those that would benefit citizens if they were online, but have not been developed for lack of a funding mechanism.
- Reasonable convenience fees need to be considered especially on "high dollar" transactions or there won't be a push further adoption rates which is necessary to take advantage of the efficiencies that would result.

Civic Engagement/eDemocracy:

- Faster updating / access to legislative information.
- Additional methods for contacting legislators while in session (rather than trying to stop contact). Phone messages not efficient.
- Access to all state laws and administrative rules
- Registering to vote and voting online
- Clear communication with elected officials
- Development of interactive processes that would allow for citizen input, perhaps a method of 'straw polling' so the public could comment prior to important legislative decision. Sending emails is not as effective as it once was.
- Notifications of rule making, etc. - public notices
- Clear understanding and transparency with state budget

Privacy/Security

- Definitive way for citizens to have their personal information opted-out of display and distribution to marketers and others using data for non-governmental purposes.

Municipal:

- More towns participating in more ways for ecommerce.
- Resolve the problems with credit card payments for the communities. The competition is going to be intense. More companies are trying to enter the market and the services charges will probably drop as the competition intensifies.
- Resolve the issue of batch credit card transactions. As a municipal government, we don't have a problem doing it either way. I would prefer that it is done as a single batch on a daily basis (or wait to credit the account until all transactions for the day have processed) or individually. This will assist us in reconciling daily work and during our audit process. Doing it both ways make reconciling the checkbook a nightmare.
- Work with Trio to offer a way to input credit card transaction into the Trio System. I know some work has been done on this but the timetable needs for its release to be increased dramatically.

- Don't allow motor vehicle transactions online that cannot be done in the town office. As an example, Duplicate Vehicle Registrations can be done by anyone who has the original. In the town office, only the people on the registration can complete this transaction. This makes the staff look bad especially if someone knows that they can do the transaction online.
- A consistent policy/method for approved storage of public records on magnetic media. Local government struggles to keep in compliance with public record laws, a single state wide repository for important records would ease our burden and provide for a better method for retrieval for citizens.

Marketing

- Come up with some sort of a public education plan for using online services. We need to increase the percentage of people using online services. One way to do that is to educate them on how to do it. Maybe a series of online tutorials to take them through how to do things online.
- It is a constant battle to get the attention of one's audience. It's one thing for Maine.gov to offer a menu of e-gov services, it's another to make people aware of them and to use them. Marketing, publicity, communication, communication, communication are my top 5 priorities.

Education

- Higher Education - Maine needs to make more program offerings available on-line. Maine is a geographically diverse state and the best instruction needs to be made conveniently available if Maine is to be competitive. Online delivery is an ideal way to make the "best" available to the entire state.
- Continuing Education - for many of the reasons cited above.

Access

- Help to provide affordable and fast Internet connections in areas of Maine that are under served. This is a challenge since many areas of rural Maine do not have reliable cell phone service.

Other:

- Accessing valuable information (car registration)
- Identify all clerical job functions that could be automated to assist citizens.
- Allow a variety of internet tools - video posting, webinars, podcasts, etc
- All license renewals
- Corporate registry
- Dissemination of information
- Filing all applications and paying all fees and taxes online
- Registering for all state programs and services online
- Transactions that are offered online should be able to be done under the same circumstance. (See above) When renewing a MVR online, the customer only has to pick from a drop down menu to select his insurance carrier. In the office customers much show the actual card. IT seems somewhat counter productive if you can do a transaction one way online that can't be done in the field.
- Continued development and deployment of online services for state agencies. Priority should be given to those services that save the state money.
- Responsiveness--even if people don't like the answer they get, they still need it.
- Courtesy--boilerplate statutory references that are shorn of empathy only rile people.
- Relevance--proper vectoring of a question to the authority on a topic
- Motor Vehicle - Work towards a uniform vehicle registration system to eliminate redundancy and the cost of operating separate systems at the local level. Also in the short-term making registrations and stickers available at point of sale (perhaps first at municipal offices). Build on the success of Rapid Renewal.
- Maine Revenue Services - Continue to improve so that more questions are answered and forms available.

3. Features and Services for Maine.gov

What features, functions, or services could be added or changed to further enhance Maine.gov and/or State and local government online services?

- Email reminders to customers to renew boat, ATV, Snowmobile and MVR Registrations.
- Better integration of legislative branch sites.
- I'm not too familiar with what's available out there for Internet services. However, we have wanted to post webinars, podcasts, and videos of conferences and other videos. However, we've not been able to because of long delays in posting and the requirements that everything be captioned. For instance, most state and federal gov't websites have a number of video interactive postings on H1N1. We've had numerous requests for some of these tools, for example as a way to train nurses on how to provide vaccine to young children. However, we were unable to since these existing tools were not captioned and we did not have time or funds to recreate them. We've instead simply referred people to other state's websites.
- Permit fee structure to favor on-line use. (i.e., Lower fee for on-line registration).
- Require all agencies to release non Maine.gov URLs and get on the same page (remains confusing to many).
- Tell municipalities that state funding will be decreased if adoption of e-services does not move forward.
- A great feature would a central help line that people could email or call for help with an online services issue. This would be great for people who knew what they wanted but weren't sure about where or how to get it. This would help to educate the public and increase the use of online services.
- I think that people need to feel that the information they submit during online transactions are secure. They also should feel comfortable that governments are not tracking the use of their sites.
- Government sites should make available a broad menu of legal forms.
- I believe all state websites should look and feel the same, so that every agency is working under the same guidelines and to give the user a seamless experience.
- There should be a strong partnership between libraries, especially public libraries, and Maine.gov that would identify needs and funding sources as well as develop and market Library E-government services and programs to increase access to E-Government information and resources for the public.
- Have you thought about gathering emails and having a statewide electronic newsletter that can inform the public about what is going on in the legislature or state government.
- A public records repository for local government that would provide ways to perform document query by keywords or phrases. I think some of the web based data storage methods being beta tested by InforME are on the right track.
- Clear grouping of available services that are easily navigable--"featured topics" buttons are great and better use could be made of them.
- Use of the Internal Internets to increase efficiency of staff across the state government.

4. The Future of eGovernment in Maine

Where do you see eGovernment in Maine in 2-3 years? How will it change or stay the same?

- Continued expansion of services. Hopefully more can be made available at the local level since a lot of public interaction happens at that level and each community is sort of on its own. Working together INFORME and municipalities should be able to develop some very effective applications presumably at a lower cost than with each municipality working on its own.
- I believe it will be more fully automated and utilized to an even greater extent than it is now. I also believe there will be litigation that challenges what happens to public data and its availability and searchability online.
- The challenge will be fiscal. With fewer opportunities for fee services and greater demand for online services of increasing variety, conflicts are bound to arise. If we can overcome them, the sky's the limit. If not, it may signal the endpoint of the versatility of online services.
- The state will have an increased dependency on this resource for providing the services to the public and state agencies.
- Continued expansion unless the state fails to consider offering Internet access to all citizens at a reasonable price. We could slide backwards if the price continues to soar locally.
- It must grow to be more robust because it is less expensive to provide access electronically than it is to continue to expand our bricks and mortar presence - in fact, we should be working on eliminating some physical locations and moving services to on-line only.
- I would like to see an expansion of eGovernment, by devoting more resources to eGovernment so that Maine citizens and businesses can access the same level of information and services that the private sector is offering.
- I think use of social networking technologies will lead to improved services. There is a lot of information available to desktop systems and making it easier to access from a mobile device will improve interactions. I think MDEA's use of Facebook to help fight crimes have proven to be successful, the public wants to be more involved and we need to help and encourage that by moving our web platforms into the medias that are popular and easy to use.
- I think it definitely needs to expand. User groups should be put together to discuss the ways the state and local government work together. We are supposed to be partners but it seems that we are not treated as such. We are all trying to do the same thing. Municipalities should be invited to the table to discuss strategies, needed services and most importantly a way to measure our success working together. It would not be an understatement to say that this does not happen on a regular basis.
- As state resources are diminished, eGovernment will be relied upon to deliver everyday critical information to constituents that will not be done by stretched or eliminated positions.
- Have you thought about bringing state agencies together to talk about a streamlined government and how to leverage eGovernment more effectively? You should.
- eGovernment in Maine will continue to increase in scope. Budget pressures will require that we find creative ways to fund the services (for example, convenience fees).
- Easier to find archived information.
- Easier to navigate (I personally find it very easy to navigate, but I hear people in the public often have trouble)
- More interactive.
- More gov't services and information available.
- More and more services and programs will be available; the ability to make online payments for municipal and state taxes or penalties will also expand. Increased security will be a must.
- If E-gov wants to drive the public to its applications, it will have to also play a role in explaining the applications and pointing out how to get help with them.
- Yes. I expect it will change in ways we cannot imagine. I would hope to see more local government services available online more consistently across the state.

5. Risks of eGovernment Expansion

Please give us your thoughts on any risks you see relating to the expansion of eGovernment over the next 2-3 years, such as security, privacy, digital divide or other risks.

Security:

- Security and privacy are always concerns. If its not already happening, I would like to see security audits in which, among, other things, a security consultant is hired periodically to "hack" systems. Governments have very sensitive information and the public must have absolute confidence in the safety of the information provided.
- As more and more online payments are implemented and more personal information shows up in E-gov transactions, the risk of these transactions will increase and security will be crucial. Assuring the public that not only their transactions are secure but also any personal information they supply during them will be a full-scale job.
- Information security risks will continue to grow and we must continue to try and stay one step ahead. Defense against Internet threats are difficult without a national policy to quickly block web based threats.
- Security (we are always one day away from the bad guys hacking into the system)

Digital Divide:

- I am not very concerned about the "digital divide" if it's defined to mean accessibility to the Internet. If we are talking about the ability of people to use the technology, there will probably always be other means of conducting business. Like with any other technology those hurdles will disappear over time.
- The digital divide is real especially in poor, rural states such as Maine. Public libraries are already breaking down those barriers but more could be done in the area of E-gov services. Unfortunately, public libraries are under severe stress caused by large increases in demands for services and less staff and money to accomplish them. The State can be a good partner with public libraries for training and/or money to provide E-gov.
- Closing the digital divide can be accomplished, but will take years. A great many areas of Maine still have limited cell phone coverage and I can use the western Maine town of Bridgton as an example of a cellular 'dead zone'.
- Digital divide (current local surcharges on Internet and cable fill the town coffers but will limit use unless better controls are placed on this system).

Privacy:

- We need to be ever conscious of these issues as we expand access via electronic media, but these issues should not prevent us from pushing forward.
- A big issue right now is the privacy of customer email addresses collected as part of the customer using online services. If customer email addresses cannot be protected, some customers will shy away from using online services.
- Government must be careful about the release of information it safe guards. From a personal experience, there is information about me on the Internet that could only have come from a release of driver's license information that likely occurred more than a decade ago.
- Privacy (we need to make everyone understand that on the Internet there is NO assurance of privacy)
- The fact that we recognize such risks gives us the ability to prevent them from becoming major issues; socially, concerns about privacy may never fully wane, for example, regardless of the protections we institute. Nonetheless, performance is proof, and if we are careful both with the information we request and how we store and use it, the answers about these issues will be evident.
- As long as there are humans interacting with computer systems there is going to be human error and security risks. The whole FOIA issue is making it clear that citizens have less rights to privacy than they may believe they have when they interact with government agencies or perform online service requests that captures their personal information.

Compliance:

- Accessibility issues which include great time and costs for compliance are likely to impact every level of government that provides real time or taped video and podcasts.

Funding:

- Budget issues will limit funds to expand services.

General:

- Successful identification and mitigation of risks should be a top priority, but it should not be permitted to slow the expansion.
- There are still many people in the state who are not using online services for one reason or another. We need to figure out how to get at least some of those people converted to using online services.

- Any benefits outweigh the risks (which are minimal). State resources need to be spent more efficiently.
- None that can't be overcome.
- All of the risks named above are out there now. They simply need to be actively managed.

6. Potential Barriers to eGovernment Service Usage

What do you see as the potential barriers that may affect usage of Maine's online government services by citizens and businesses?

- Internet Access:
 - Access to high speed internet
 - Inconsistent access to high speed internet in rural areas
 - Lack of access to high speed Internet in some parts of the state.
 - Citizens - lack of access to computers and speed of computers. The Town of Fayette has only dial up service at this time.
 - The infrastructure for broadband needs to be upgraded and expanded.
 - Some citizens either do not have a computer at home, do not have access to the Internet, or have low speed access to the Internet.
 - Digital divide issues for citizens; mistrust by businesses of government, period.
 - Spotty service coverage that delivers uneven or no service to rural areas
 - I think I've covered these points, providing online services only helps if citizens have a way to access it.
- Awareness:
 - Lack of awareness of option for electronic.
 - Business- Informational- NO matter how hard you try, it is a difficult task to get the word out to the people. Anything that can increase this would be great.
 - Lack of knowledge that online services exist. "Didn't know you could do that online."
- Compliance/Cost:
 - Laws and rules that can impose compliance costs (such as accessibility).
 - Cost, and the ability to maintain developed services at a pace with demand.
- Internet literacy
- Language barriers with new residents
- Decisions that limit how citizens can participate such as human decision as to how often will read/print email messages, phone messages, pick up faxes.
- Some citizens are reluctant to try online services.
- Development of services.
- Security and privacy concerns. There is always some entity in the news that has been hacked. It's even worse when it's a government. Unfortunately the state has had its share of bad press regarding system development and implementation, i.e. DHHS, BMV. There needs to be confidence built.
- Towns and agencies that want to maintain "control" by not activating ecommerce services.
- Expansion of Agency and Legislator use of free services could kill the golden goose!

Do you see these barriers changing over the next 2-3 years? If so, how?

- I think the existing service could be marketed a bit more. I'm not sure who has a marketing budget but certainly getting more service noticed would be helpful. Can a governmental service get a sponsored link on the popular search sites?
- I think trust will come with vigorous auditing of systems and advertising those efforts.
- Hopefully improving!
- I believe citizens and businesses expect to have electronic options, so it should change for the better.
- Yes, if Fairpoint fulfills its commitments for broadband expansion.
- Everyone has their pet project so learning to say NO when the fiscal constraints are real and likely lengthy will be key.
- I think if all online services were in one location it would be easier for residents. Now you have to go to motor vehicle and IF&W to do a car & boat registration and use your credit card in two places. Why not have one location where a customer can register his boat and trailer in the same place and use his credit card only one time.
- I hope so, as our economy focuses on knowledge base workers, connectivity will become much less of an issue. Workers and end users will demand the infrastructure to do business with their computer.
- I met with Fairpoint engineers yesterday to be updated on their internet expansion plans across Maine, New Hampshire and Vermont and I'm encouraged by their progress and the progress of other ISP's that are helping to build-out high speed rural networks.
- They may get worse.
- I expect public demand will continue to drive change.
- For the most part, I don't see these barriers changing unless we take a proactive approach to changing them. For example, there are still towns in Maine with no high speed Internet access. Using most of our online services via low speed Internet is frustrating at best.
- No, although a strengthening economy would lower both barriers to some extent. Both of these barriers could truly be minimized if governments are actually perceived as instruments to success rather than something to be endured.

7. Change Factors

In your opinion, are there any key initiatives and/or political or social factors that need to occur or change in order to move eGovernment forward?

- E-government services can provide a convenient and inexpensive alternative to in person, mail and over the phone services currently provided, but often initially require an upfront investment. The continued advancement of e-government services requires a vision that takes us beyond the current year cost and envisions a new way of doing business that our children will embrace.
- Retrofit our statutes to better differentiate between FOIA material and data product that should be sold to purchasers from a value perspective instead of a cost perspective.
- More government officials need to personally use email and regularly check it. The public needs to be more aware of how many options they have. The decision about how personal information may be distributed and displayed may have a big future impact.
- There needs to be a continuous effort to promote E-gov as efficient and time/cost-saving.
- Maine has done a pretty good job but it's time to step up to the next level. Perhaps some targeted promotion would help generate greater acceptance and demand.
- Proactive programs to increase public access to high speed Internet and public training on using those services.
- The Executive and Legislative Branch should commit the resources needed to build a robust eGovernment, as it will save Maine citizens and businesses time and money.
- Money?
- Assuring the funding models are sufficient to answer the questions about expanding into service areas that are not profitable, but nonetheless present a desire for access by the public.
- To some extent, E-gov initiatives are insulated from the general dislike of government because it has no public "face." It's floating out there in space and that is actually helpful.
- Public trust must be regained, Maine needs to develop a budget policy that is accurate and dependable. State programs cannot be added at the whim of legislature without our lawmakers giving thought to the reality of reduced revenue streams. If we build out our services then it must be done using funding that can be sustained.
- In one of the previous answers I mentioned doing an Esummit, that would give each of the agencies a vision on how to better utilize technology. Such an event would also be an opportunity to get agencies to better structure their delivery services. Right now, it's the wild west out here, every man (agency) to themselves. Can't be that way, with limited resources.
- Should the Governor's webpage have a tourism section, or should it just connect to the Tourism department's website. Cultural shift needs to take place.

9. Benefits of eGovernment

It appears that some participants may have mis-read the rating scale, since they marked “Very Unimportant” on items that would be inconsistent with their other responses in the survey.

The benefits that were rated most important by the group were focused on the public benefit: convenience to the public, making government transactions more user-friendly, reaching a broader audience, and serving citizens more effectively.

Rate the importance of each of the following potential benefits of eGovernment:

Answer Options	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Provide convenience to citizens/businesses	4	0	0	0	10
Make government transactions more user-friendly	4	0	0	0	10
Reach a broader audience, to educate or inform	4	0	0	0	10
Serve citizens more effectively	3	1	0	0	10
Reduce government costs	4	0	1	0	9
Create efficiencies for government agencies	4	0	1	0	9
Increase public participation in government (civic engagement)	3	1	1	2	7
Reach and appeal to a younger generation of constituents	3	1	0	4	6
Reduce environmental impact of paper, gasoline	2	1	2	5	4
Generate positive PR for government	4	0	2	4	4

10. Services

The services listed below are in roughly the order of importance as ranked by participants.

Answer Options	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Electronic/online payments for government transactions	1	0	0	0	13
Email reminders for recurring government transactions (licenses, permits, payments)	0	1	1	2	10
Online one-stop business licensing service	1	0	0	3	10
Online opportunities for public comment and participation in decision making processes	0	1	1	4	8
Optional Maine.gov identity/profile for businesses or citizens to interact online with multiple state agencies for payments, licensing, etc., and save a history of these interactions	1	0	2	3	8
Live streaming video/audio of government meetings	0	1	1	5	7
Online one-stop service to apply for social services/assistance	1	0	1	5	7
Constituent management functions to submit and track citizen requests, complaints, etc. electronically	0	1	3	3	7
Online vital records request service	1	0	1	6	6
Transparency of government spending	0	1	2	5	6
Automated legislative bill tracking w/ email notifications	0	1	2	5	6
Online public meeting notices	1	0	2	5	6
Online agency rule-making search and tracking with notifications and online public comment	0	1	1	7	5
Availability of public data through expansion of Maine.gov DataShare, allowing public access to data and open development of new web applications	0	1	4	4	5
Kiosks for electronic government services in locations such as BMV branches, municipal offices and other high traffic areas	0	2	3	4	5
Central repository of maps, digital geographic data and geospatial web services	0	1	2	8	3
Personalized web content based on zip code or past service usage	0	1	4	6	3
Mobile phone government services/applications	0	2	6	3	3
Twitter/ mobile phone text message communications	2	4	2	4	2
RSS feeds	1	2	6	4	1
Government Facebook/ MySpace pages	2	3	5	3	1
Blogs written by state government officials and representatives	1	7	3	2	1

